Nova Scotia Tourism & Culture 2002 Advertising Evaluation Study

Final Report

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Prepared for:

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Introduction

This report presents the results of the **2002 Nova Scotia Tourism Advertising Evaluation Study** conducted by Corporate Research Associates Inc., on behalf of the Nova Scotia Department of Tourism & Culture.

This research study's primary objective was to determine the overall effectiveness of the 2002 marketing campaign, with the total number of advertising-generated inquiries being used as the base measurement of the campaign's overall success. The study sought to measure the impact of the 2002 campaign both in terms of converting inquiries into visitors to Nova Scotia in 2002, and the economic impact of these visitors based on their expenditures while visiting the province. An ad-generated inquiry is defined as a request for information regarding Nova Scotia that can be attributed to a specific advertising medium.

As in previous years, Nova Scotia's 2002 marketing strategy focused on five key markets: Atlantic Canada, Quebec, Ontario, Maine and New England/Mid-Atlantic States (North-East US). The 2002 study provides a statistically reliable assessment of each of these five markets. The study also provides statistical reliability by selected advertising media. Comparisons to previous years' data, when applicable, will be made.

The specific research objectives for the **2002 Nova Scotia Tourism Advertising Evaluation Study** were to:

- Determine the net conversion rate among ad-generated inquiries from the five target markets, and by specific medium of inquiry (the net conversion rate excludes those who had already made plans to visit Nova Scotia at the time of their inquiry);
- Assess the overall economic impact of those who vacationed in Nova Scotia in 2002 and who were influenced, at least to some extent, by the 2002 marketing campaign;
- Identify the activities most important in the choice of a vacation destination, and the participation rates for each of these activities among vacationers;
- Evaluate the level of satisfaction with the vacation experience and comparability of the activities available in Nova Scotia with those available in other vacation destinations;
- Determine the expectations and impact upon Francophones of being served in their own language and of having travel information available in French;
- Identify the perceived strengths and weaknesses of Nova Scotia as a vacation destination;

- Evaluate the perceived usefulness of the information provided by the Nova Scotia Department of Tourism and Culture; and

- Evaluate the 2002 marketing campaign by market and against previous campaigns.

A total of 3,276 telephone interviews were conducted with inquirers from Atlantic Canada, Ontario, Quebec, Maine and the New England/Mid-Atlantic States between November 5 and December 14 2002. A detailed summary of the sample sizes and margins of error associated with each market and for each media type may be found in the **Methodology** section at the end of this report.

Within the Detailed Analysis contained in the report, specific table references point to the statistical results found in the Tabular Results section. Tabular results are presented in percentages and have been rounded to the nearest whole number. Consequently, the totals may not always sum to 100 percent. In other cases, the totals will exceed 100 percent due to multiple responses. The total number of persons who responded to a particular question is displayed on each table under the label of **Sample**.

Immediately following this Introduction are the **Executive Summary, Conclusions** and **Recommendations** sections. The Detailed Analysis and the Appendices for this study follow these sections.

Executive Summary

Results from the **2002 Nova Scotia Tourism Advertising Evaluation Study** indicate that overall, the 2002 marketing campaign resulted in an estimated ad-generated economic impact of $172 million, an increase of $25 million compared to 2001. An increase in inquiries, coupled with increased average daily expenditures among visitors contributed to the increased economic impact of the campaign. Overall, the 2002 campaign achieved a conversion rate of 21 percent, stable compared to the 22 percent achieved by the 2001 campaign.

Regionally, there were some significant fluctuations in conversion rates, with increases seen in the Atlantic Canada and New England/Mid-Atlantic markets, and a significant decline seen in Quebec. Conversion rates for Ontario and Maine inquirers are stable compared to 2001.

Further analysis of the 2002 data identifies five elements that are critical to Nova Scotia's product mix and the promotion of the province as a vacation destination: sightseeing, local food/dining, Nova Scotia museums and historic sites, and local arts/crafts. These activities all have high participation rates among visitors, and positively differentiate Nova Scotia from other vacation destinations. In addition, the province should continue to promote its friendly and welcoming nature. It is important to note that these are not the only elements that should be promoted to potential visitors, rather, they are the most critical elements among a broader range of activities and attractions that should be communicated to potential visitors. The 2002 study confirms that exchange rate is not important to the majority of travellers to Nova Scotia. At least one-half of visitors from Quebec, Maine and New-England/Mid-Atlantic believed it was important in terms of their decision to vacation in Nova Scotia. Thus, it is important to remind potential visitors of the current exchange rate.

With stable or increased conversion rates in the remaining markets, Quebec continues to be an area of concern. The 2002 conversion rate of 10 percent is down 8 points compared to 2001, and is considerably lower than conversion rates recorded for other markets. The ad-generated revenues from Quebec stands at $18 million, a decrease of $8 million compared to 2001 results. In addition, ratings of the level of French service in the province and awareness of *Ici On Parle Français* have decreased in 2002. Significant efforts will be required to attract additional Quebec visitors to Nova Scotia, including achieving a better understanding of what will motivate this market to choose Nova Scotia over other vacation destinations. While the availability of French service, and culturally significant attractions and activities are all important considerations for the Quebec market, there are other facets of this unique market that perhaps require further investigation.

While marketing efforts in Ontario, Quebec, Maine and New England-Mid-Atlantic target older (45 years+) couples, Atlantic Canadian visitors are considerably more likely to be under 45 years of age and travel as a family with children. However, a good portion of Ontario visitors are under 45 years of age (33%), and/or travel as a family with children (32%). It is important that communications to the Ontario market address the needs and interests of both older visitors and younger visitors travelling with their families.

Conclusions

The following key conclusions have been drawn from the findings of this study.

- ***The 2002 conversion rate of 21 percent is stable compared to 2001; although the Quebec conversion rate declined significantly, the Atlantic Canada and New England/Mid-Atlantic markets increased.***

  Overall advertising-generated inquiries to Nova Scotia increased 16 percent (59,000 inquiries) in 2002, with Ontario accounting for most of this increase. Only one market, Maine, saw a decrease (down 38%) in the number of advertising-generated inquiries in 2002. Print media continues to be the dominant source of awareness for generating inquiries.

  Among this larger inquirer base, the net conversion rate of 21 percent is stable compared to the 22 percent conversion rate achieved in 2001. Conversion rates among Ontario (25%) and Maine (18%) inquirers are stable, while Atlantic Canada (up 13 points to 58%) and New England/Mid-Atlantic (up 4 points to 20%) saw increases in their net conversion rates. In contrast, the conversion rate among Quebec inquirers decreased by 8 percentage points to 10 percent, and continues to be an area of concern. Overall, Atlantic Canada continues to have the highest conversion rate, followed by Ontario.

  Looking at media, the Nova Scotia tourism website continues to have the highest conversion rate (42%), followed by overall newspaper (24%) and overall television (24%).

- ***2002 saw an increase in average daily expenditures among visitors to the province, particularly those from Quebec. The number of nights spent in Nova Scotia is stable compared to 2001.***

  2002 visitors report average daily expenditures per party of $263, an increase of $21 compared to 2001. Regionally, average daily expenditures among New England/Mid-Atlantic visitors remained stable, with all other markets recording increases. Quebec visitors increased their average daily expenditures by $71, with other markets recording more modest increases.

  On average, visitors spent 7.3 nights in the province, stable compared to 2001 results. Ontario visitors spent the greatest number of nights (8.6) in Nova Scotia, while Atlantic Canada visitors continue to take the shortest vacations (4.7 nights).

- ***The total 2002 ad-generated tourism revenues of $172 million increased by $25 million compared to 2001.***

  The increase in number of inquiries to the province combined with increased daily expenditures among visitors resulted in an increase of $25 million in the estimated economic impact of the 2002 Nova Scotia marketing campaign.

Regionally, Ontario visitors generated the most significant portion (42%) of the overall tourism expenditures, and tourism expenditures from Ontario visitors increased by $30 million compared to 2001. Advertising-related tourism expenditures generated by Atlantic Canada residents increased by $14 million, while New England/Mid-Atlantic residents increased their economic impact by $5 million. Tourism expenditures generated by Maine residents decreased by $1 million, with expenditures generated by Quebec visitors declining by $8 million.

- ***The exchange rate does not play an important role in vacation destination decisions among the majority of visitors.***

Overall, four in ten visitors to Nova Scotia state the Canada/U.S. exchange rate was important to their decision to vacation in Nova Scotia. At least one-half of Quebec, Maine and New England/Mid-Atlantic visitors considered the exchange rate to play an important role in their choosing Nova Scotia as a vacation destination.

- ***Francophone visitors are less likely to indicate the French service they received exceeded their expectations, compared to 2001. In addition, awareness of the "Ici on Parle Français" program decreased in 2002.***

Coinciding with a sharp decline in the conversion rate among Quebec inquirers, French speaking visitors to the province offer a less positive evaluation of the French service they received while in Nova Scotia, compared to previous years' results. Approximately eight in ten French speaking visitors continue to consider the ability to receive the majority of service in French to be an important consideration when choosing their vacation destination. However, 2002 visitors are less likely to state the service they received here exceeded their expectations (although they are as likely to state the French service they received met their expectations) and awareness of *Ici On Parle Français* decreased, compared to 2001 visitors.

- ***Visitors to Nova Scotia continue to identify a core group of activities - sightseeing, sampling local food, recreational walking, and visiting culturally significant attractions - as important vacation activities and the province continues to receive a very positive endorsement from visitors.***

Similar to results seen in previous years, visitors to Nova Scotia are most likely to identify sightseeing, visiting historic sites, recreational walking, dining/sampling local foods, seeing local arts and crafts and visiting museums as vacation activities important in their decision to choose Nova Scotia as a vacation destination. With the exception of recreational walking, visitors are more likely than non-visitors to consider these activities important to their choice of vacation destination.

Participation rates for these important vacation activities continue to be high, with at least eight in ten visitors stating they participated in each of these activities during their Nova Scotia vacation (visitors are slightly less likely to have visited a museum – 64%). When asked to evaluate the activities in which they participated, at least nine in ten visitors to Nova Scotia indicate each of these important activities met or exceeded their expectations. In the case of

local food, visiting historic sites, seeing local arts and crafts and visiting museums, visitors are more likely than those who chose not to come here (and went elsewhere) to state their expectations were met or exceeded.

Consistent with their assessment of their vacation activities while visiting Nova Scotia, visitors continue to offer a very positive evaluation of Nova Scotia as a vacation destination, with more than nine in ten rating the province as outstanding or very good.

- ***Sightseeing, unique local food, historic sites and museums (and perhaps local arts and crafts) are identified as critical vacation activities that positively differentiate Nova Scotia from other vacation destinations.***

A gap analysis was conducted that looked at the percentage of inquirers that participated in each vacation activity when it was important in their choice of vacation destination and stated the activity exceeded their expectations. An analysis of gap scores and participation rates allows each activity to be evaluated in terms of its importance to the promotion of the province as a vacation destination.

With the exception of three activities with low participation rates among visitors (live sporting events, kayaking/canoeing, and seminars/courses), each vacation activity has been assigned to one of four categories: Critical, Niche, Support or Neutral. In some cases, because of fluctuating participation rates or gap scores year-over-year, activities have been assigned to a combined Niche/Neutral category. Critical activities may be considered to be key components of the Nova Scotia product mix, and essential communication elements. Niche activities are also important communication elements, however, they may be more important to specific demographic groups. Support elements, while not positively differentiating Nova Scotia from other vacation destinations as critical and niche activities do, have high participation rates, and potential visitors need to be aware these activities are available in the province. Neutral elements have low participation rates and do not positively differentiate Nova Scotia from other vacation destinations.

Based on the gap scores, activities critical to the promotion of Nova Scotia as a vacation destination include sightseeing, local food/dining, historic sites and museums. Niche activities are identified as festivals/events and vacation getaways. Local arts/crafts, recreational walking and shopping are identified as support elements, although there is a case for considering local arts and crafts to be critical to promoting the province. The least important activities to the promotion of the province include urban nightlife, the Casino, live theatre events and bicycling. Activities that cannot be assigned to either Niche or Neutral categories include: live music events, whale watching, hiking, bird watching, fossil hunting and golfing.

- ***The Halifax area, and Cape Breton Island continue to be areas where visitors plan to visit, and where they actually go while in the province.***

  When asked to name specific areas of the province they planned to visit, visitors continue to name the Halifax area and Cape Breton Island most frequently. In terms of actual visitation, nearly one-half of visitors state they visited the Halifax area; with Cape Breton Island, the Cabot Trail, Peggy's Cove, Lunenburg, Louisbourg, the Yarmouth/Digby area, the Bay of Fundy, the Annapolis Valley and the South Shore also being identified.

- ***Similar to previous years, the majority of inquirers were considering Nova Scotia as a vacation destination at the time of their inquiry. New Brunswick and Prince Edward Island were most likely to also have been under consideration by inquirers as possible vacation destinations at the time of their inquiry.***

  Indeed, close to four in ten inquirers were strongly considering Nova Scotia as a possible vacation destination while more than four in ten were considering Nova Scotia as a possible destination. Visitors continue to be considerably more likely than non-visitors to have already made a commitment to travel to Nova Scotia, or to be strongly considering the province as a vacation destination at the time of their inquiry.

  While three in ten inquirers were not considering any other vacation destinations at the time of their inquiry, inquirers, particularly Canadian residents, were most likely to identify New Brunswick and Prince Edward Island as possible vacation destinations. Quebec inquirers were most likely to name New Brunswick as a possible vacation destination, while U.S. inquirers were most likely to name other U.S. destinations.

- ***The Doers and Dreamers Travel Guide and Map of Nova Scotia are both assessed positively in terms of providing inquirers with useful vacation planning information.***

  In 2002, three-quarters of inquirers state they received the Doers and Dreamers Travel Guide, and 70 percent received the Map of Nova Scotia. Among those that received these two sources of travel information, the vast majority continue to assess them positively in terms of providing information that was useful to their vacation planning.

- ***The Internet and Nova Scotia's website are becoming increasingly useful tools to inquirers as sources of tourism information.***

  Use of the Internet to obtain travel or tourism information increased in 2002, with nearly four in ten inquirers stating they used the Internet to obtain this type of information, and nearly three in ten inquirers accessed the Nova Scotia tourism website. Younger inquirers and those with higher levels of income and education are most likely to have accessed the Nova Scotia tourism website and it is worth noting that the Nova Scotia website as a medium for advertising achieved the highest conversion rate in 2002.

Recommendations

The following recommendations are drawn from the findings of this study and are presented to the Nova Scotia Department of Tourism and Culture for its consideration.

1. **Nova Scotia's appeal as a scenic destination with a unique physical landscape, culturally significant attractions and activities and friendly people should continue to be integral to the province's positioning.**

   In particular, five elements have been identified as critical to the province's product mix and the promotion of Nova Scotia as a vacation destination: sightseeing, local food/dining, the province's historic sites and museums, and local arts and crafts. These activities all have high participation rates (indeed, visitors are more likely than non-visitors to participate in each activity), and with the exception of local arts and crafts, each activity positively differentiates Nova Scotia from other destinations visited by inquirers. In addition, visitors to the province continue to identify the friendliness of the people as a well-liked aspect of their vacation in Nova Scotia.

   It is important to note that these are not the only elements that should be communicated to potential visitors. Support elements (those that potential visitors should be aware are available in the province) include recreational walking and shopping, while niche elements that are important to a smaller (and likely demographically unique) proportion of potential visitors include festivals/events and vacation getaways. In addition, several activities are identified that have the potential to be considered as niche elements. These include live music events, whale watching, hiking, bird watching, fossil hunting and golfing.

2. **There is a need to examine the characteristics of the Quebec market when planning future Nova Scotia marketing campaigns.**

   The Quebec market has been identified as an area of concern as a marketing target for several years. Following an encouraging increase in the 2001 conversion rate, the 2002 conversion rate of 10 percent is 8 points lower than the 2001 conversion rate of 18 percent. As a result of the lower conversion rate, the estimated economic impact of Quebec visitors fell by $8 million in 2002 to $18 million, and Quebec falls below Atlantic Canada in terms of ad-generated tourism expenditures. In addition, 2002 saw declines in the satisfaction ratings of French service received by French speaking visitors, and a decrease in the awareness of *Ici On Parle Français.* Finally, Quebec inquirers continue to show a strong preference for vacation destinations where the availability of service in French is readily available, such as Quebec and New Brunswick.

Clearly, significant efforts are required to attract additional Quebec residents to the province, including a better understanding of what motivates Quebec residents to choose a specific vacation destination over another. While the availability of French service is an important consideration, there may be other issues that need to be addressed when communicating to this market.

3. **Nova Scotia should continue to use its tourism website as an integral component of its marketing mix, and obtain a better understanding of how the website factors into visitors' decision-making process.**

Use of the Internet in general, and the Nova Scotia tourism website specifically, by inquirers to obtain travel and tourism information continues to increase, particularly among younger inquirers and those with higher levels of income and/or education. In 2002, nearly three in ten inquirers accessed the Nova Scotia tourism website, with visitors being significantly more likely than non-visitors to access the website. With a conversion rate of 42 percent, the website appears to be quite effective at converting inquirers into visitors to the province.

It is important for the province to understand how and when inquirers choose to access the Nova Scotia tourism website, and the type of information they are looking for when they access the website. With such a high conversion rate, it may be that inquirers are already well on their way to finalizing a Nova Scotia vacation at the time they access the website, and they may be looking for more specific information such as accommodations or tours. By developing its understanding of how inquirers currently use, as well as how they would like to use the tourism website, the website may be better tailored to meet the information needs of visitors, and its effectiveness as a marketing tool will be enhanced.

4. **The Ontario and Atlantic Canada markets should continue to be recognized as having unique demographic characteristics compared to the remaining three markets.**

Atlantic Canadian visitors in particular are much younger and much more likely than other visitors to travel with children. A good portion (33%) of Ontario visitors are under 45 years of age, and a similar proportion travel with children. This is in contrast to the remaining three markets, where visitors are most likely to be 45 years of age or older, and the vast majority travel as couples.

Families travelling with children, and older visitors travelling as couples likely have quite different expectations of their Nova Scotia vacation. While some elements, such as sightseeing, may be appealing across the visitor population, it is important that communication to these two targets recognize their differing needs.

Detailed Analysis

Overall Economic Impact of 2002 Marketing Campaign

Net Conversion Rates by Market

The 2002 conversion rate of 21 percent is stable compared to 2001; although the Quebec conversion rate declined significantly, the Atlantic Canada and New England/Mid-Atlantic markets increased.

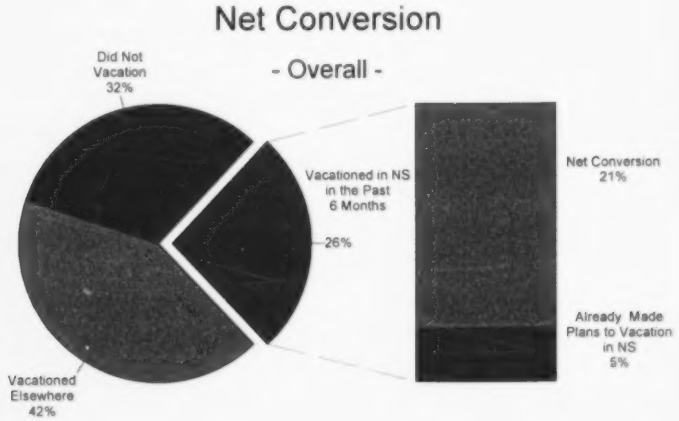
The 2002 net conversion rate is based on inquiries from those who contacted the Nova Scotia Department of Tourism and Culture using a variety of channels. This conversion research was based on all information inquiries to the 1-800 toll-free number, via business reply card, and through the Internet. The types of media used to elicit the inquiries included television, newspaper, magazine, direct mail and the Internet.

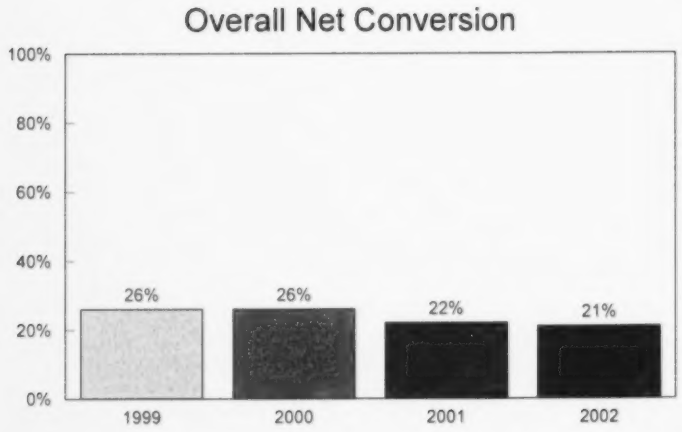
The net conversion rate is calculated by determining the percentage of individuals who contacted the province to make an inquiry but who had not yet committed to vacation in the province at the time of their inquiry, and who subsequently vacationed in Nova Scotia. The net conversion rate for each market is outlined in the sections that follow.

It should be noted that, among those who had not already committed to vacationing in Nova Scotia, there were individuals at different decision stages relating to their vacation travel. At the time of their inquiry, a substantial majority either strongly considered a Nova Scotia vacation or were considering Nova Scotia as a possibility among other destinations. As a consequence, the net conversion rate is based on the premise that the 2002 marketing campaign influenced, to at least some extent, those who vacationed in Nova Scotia who were at different stages of their decision at the time of the inquiry.

Overall Net Conversion

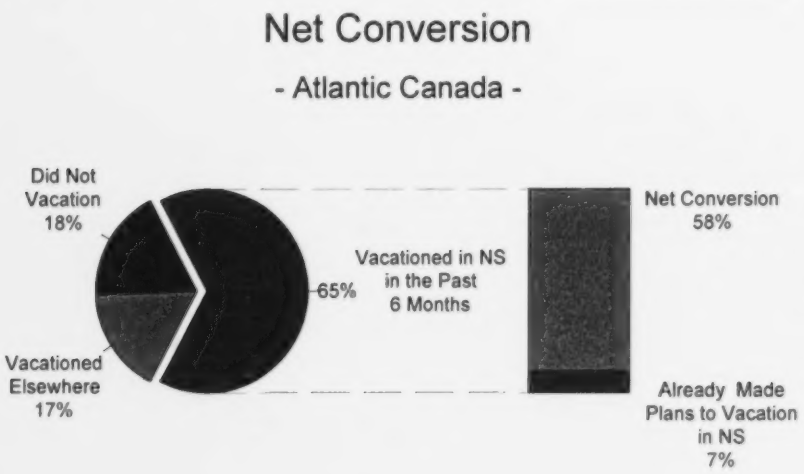
The overall net conversion rate for the 2002 marketing campaign is 21 percent, meaning that two in ten inquirers vacationed in Nova Scotia during the six months prior to being interviewed, and were influenced in some way by the 2002 marketing campaign. Results in 2002 are stable compared to the 22 percent net conversion rate achieved in 2001, but represent a decline of five percentage points compared to 2000 results. Regionally, some volatility has been observed in conversion rates in 2002, particularly in the Atlantic Canada and Quebec markets. Conversion rates are stable in Ontario and Maine, with a significant decline in the conversion rate seen among Quebec inquirers offset somewhat by increases in conversion rates among Atlantic Canada and New England/Mid-Atlantic inquirers.

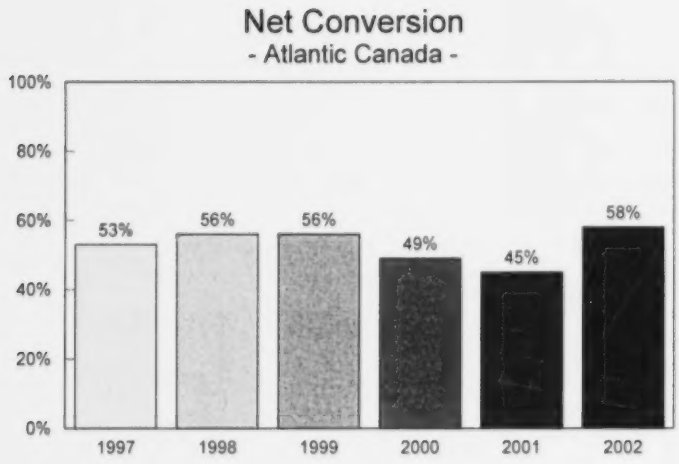

Net Conversion
- Overall -
Did Not Vacation 32%
Vacationed in NS in the Past 6 Months
26%
Vacationed Elsewhere 42%
Net Conversion 21%
Already Made Plans to Vacation in NS 5%



Atlantic Canada Net Conversion

Compared to the other markets, Atlantic Canada continues to have the highest conversion rate, and the 2002 conversion rate of 58 percent returned to pre-2000 levels, an increase of 13 percentage points compared to 2001. This increase may be traced to a 13-point increase in the percentage of Atlantic inquirers who took a vacation in the six months prior to their interview, compared to 2001.

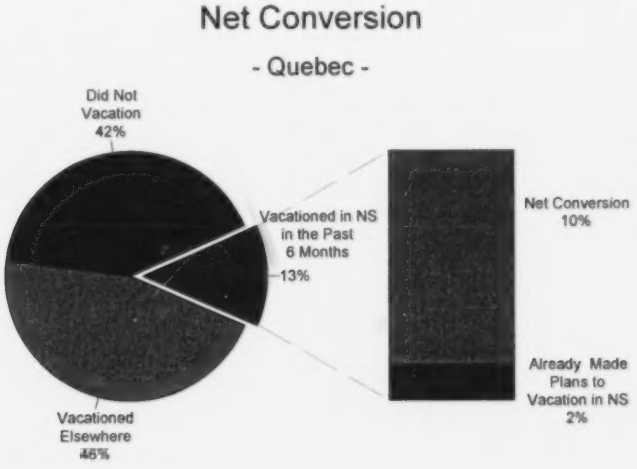

Net Conversion
- Atlantic Canada -
Did Not Vacation 18%
65%
Vacationed in NS in the Past 6 Months
Vacationed Elsewhere 17%
Net Conversion 58%
Already Made Plans to Vacation in NS 7%

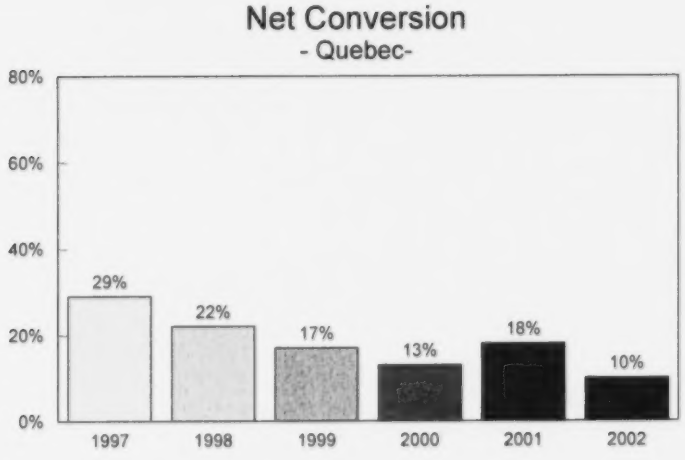


Close to four in ten (37%) inquirers had no other vacation destinations in mind at the time they contacted Nova Scotia for information. (See Table 3, Appendix 1)

Quebec Net Conversion

Only one in ten Quebec inquirers vacationed in Nova Scotia, and were in some way influenced by the province's marketing efforts. Following an encouraging increase in 2001 the 2002 conversion rate of 10.5 percent declined by 8 percentage points. This is partially explained by an increase in the proportion of Quebec inquirers who chose not to take a vacation (up 6 percentage points) compared to 2001, as well as the proportion who vacationed elsewhere (up 3 percentage points).

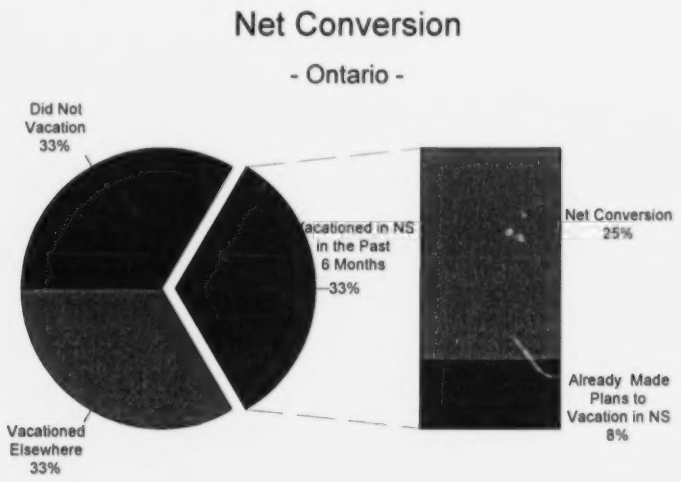

Net Conversion
- Quebec -
Did Not Vacation 42%
Vacationed in NS in the Past 6 Months 13%
Vacationed Elsewhere 45%
Net Conversion 10%
Already Made Plans to Vacation in NS 2%

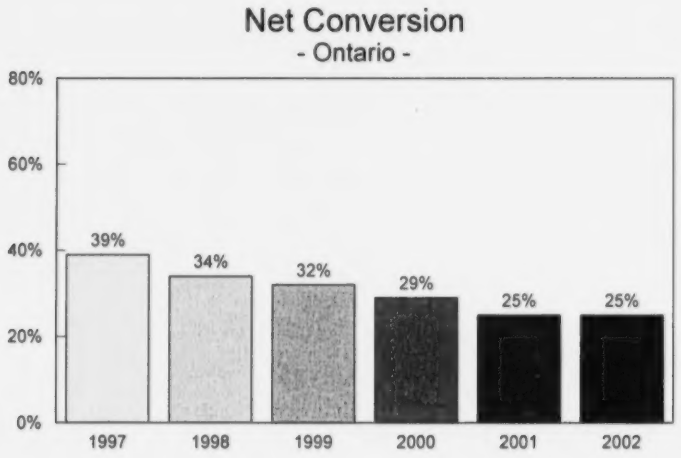


Compared to residents of the other markets under consideration, Quebec inquirers were most likely (79%) to be considering other vacation destinations at the time of their inquiry. (See Table 3, Appendix A)

Ontario Net Conversion

Following several years of declining conversion rates, Ontario's conversion rate stabilized in 2002, with one-quarter of inquirers vacationing in Nova Scotia and being influenced by the province's marketing campaign. Following Atlantic Canada, Ontario continues to have the highest conversion rate among the markets under consideration.

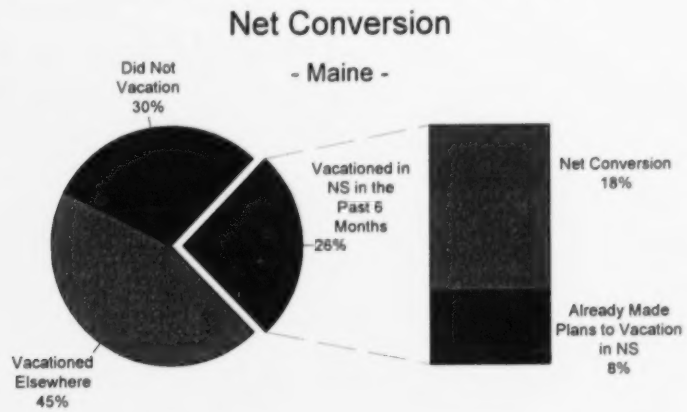

Net Conversion
- Ontario -
Did Not Vacation 33%
Vacationed in NS in the Past 6 Months 33%
Net Conversion 25%
Already Made Plans to Vacation in NS 8%
Vacationed Elsewhere 33%

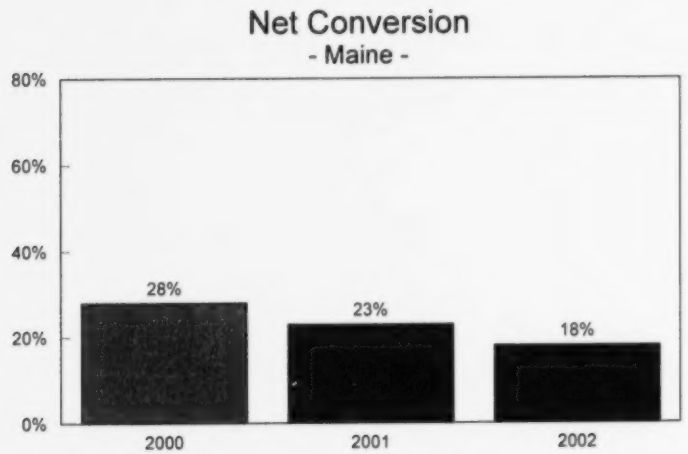


One-third (33%) of Ontario residents were not considering any other vacation destinations at the time of their inquiry. (See Table 3, Appendix A)

Maine Net Conversion

While the Maine conversion rate appears to have declined between 2001 and 2002, the relatively small sample sizes do not indicate a statistically significant decline in the conversion rate for this market. However, when compared to 2000 results, there has been a statistically significant 10-point decline in the conversion rate for this market. In 2002, nearly two in ten Maine inquirers vacationed in Nova Scotia and were influenced by Nova Scotia's marketing campaign.

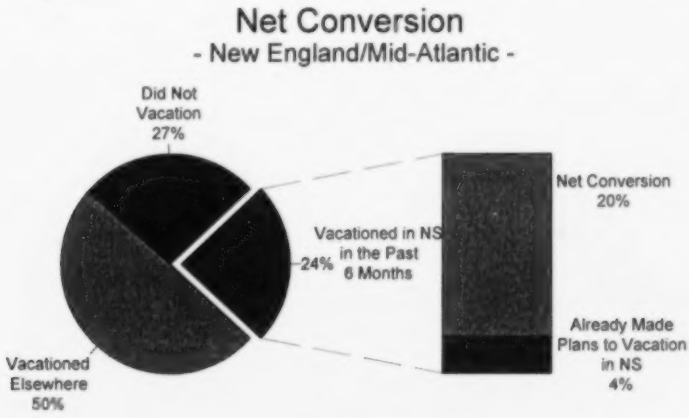

Net Conversion
- Maine -
Did Not Vacation 30%
Vacationed in NS in the Past 6 Months 26%
Vacationed Elsewhere 45%
Net Conversion 18%
Already Made Plans to Vacation in NS 8%

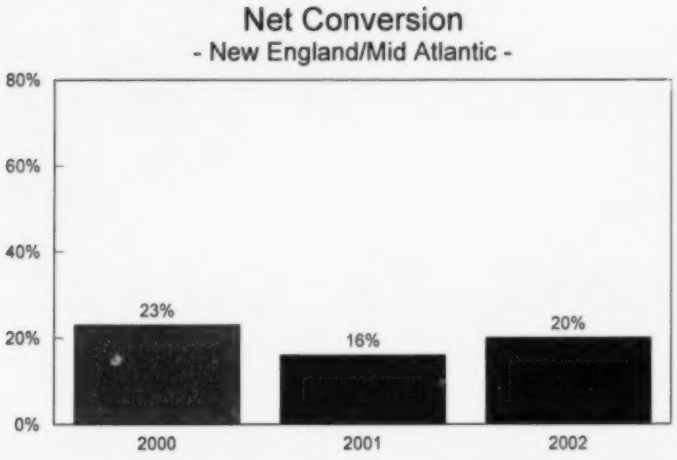


Four in ten (41%) Maine residents were not considering any other vacation destinations at the time of their inquiry. (See Table 3, Appendix A)

New England/Mid-Atlantic Net Conversion

In 2000, New England (ex. Maine) and the Mid-Atlantic States were combined to form a single market for the purposes of analysis. Following a decline of 7 percentage points in 2001, the conversion rate for this market improved by 4 percentage points in 2002, resulting in a net conversion rate of 20 percent.

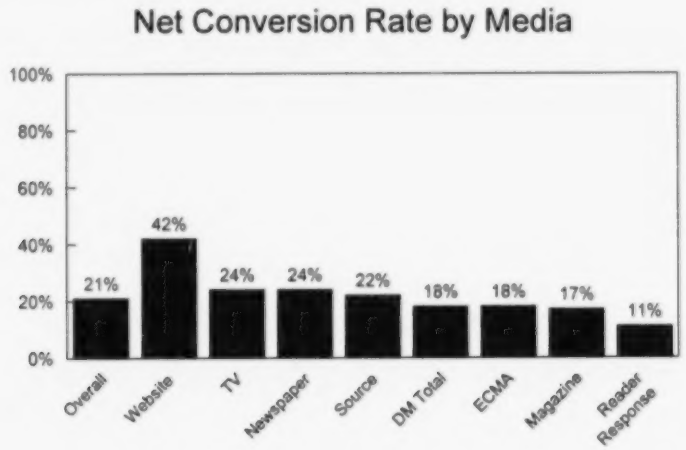

Net Conversion
- New England/Mid-Atlantic -
Did Not Vacation 27%
Vacationed in NS in the Past 6 Months 24%
Vacationed Elsewhere 50%
Net Conversion 20%
Already Made Plans to Vacation in NS 4%



Slightly more than one-third (35%) of these inquirers were not considering any other vacation destinations at the time of their inquiry. (See Table 3, Appendix A)

Net Conversion Rates by Media

In 2002, the average net conversion rate for all media was 21%. The Nova Scotia Tourism website achieved the highest (42%) conversion rate in 2002, followed by television and newspaper (24% each). Reader response achieved the lowest (11%) net conversion rate.



Average Daily Expenditures

2002 saw an increase in average daily expenditures among visitors to the province, particularly those from Quebec.

Following a slight decline in average daily expenditures in 2001, expenditures rebounded this year, with 2002 visitors reporting average daily expenditures of $263, an increase of $21 compared to 2001. Regionally, average daily expenditures among New England/Mid-Atlantic residents are stable compared to 2001, with all other markets recording increases. The largest increase is reported among Quebec visitors, who increased their average daily expenditures from $277 in 2001 to $348 in 2002. Average daily expenditures continue to be highest among Quebec visitors, while those from Maine and Atlantic Canada continue to spend the least. (See Table 1, Page 18)

Note: The total verified represents the average daily expenditures as confirmed by those surveyed. As in previous years, the verified average daily total has been used to calculate the total tourism expenditures influenced by the 2002 marketing campaign, resulting in the most conservative estimate.

Table 1: Average Daily Expenditures Per Party

(Based on Tables 42a-42f, Appendix A)

2002

Type of Expenditures	Total	Atlantic Canada	Quebec	Ontario	Maine	New England/ Mid-Atlantic
Food/Beverages	$75	$67	$94	$70	$71	$79
Lodging/Accommodations	$79	$75	$83	$73	$86	$87
Entertainment	$35	$33	$50	$35	$39	$32
Merchandise/Gifts	$43	$53	$49	$38	$50	$44
Transportation	$27	$26	$20	$30	$23	$23
Other	$10	$11	$6	$14	$3	$7
Total Verified	$263	$242	$348	$257	$240	$255

2001

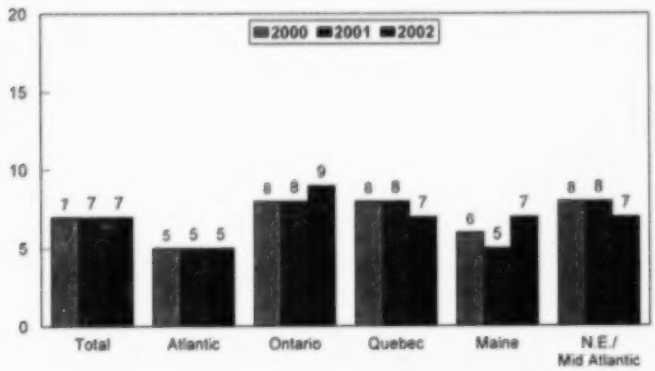
Type of Expenditures	Total	Atlantic Canada	Quebec	Ontario	Maine	New England/ Mid-Atlantic
Food/Beverages	$71	$68	$72	$72	$66	$68
Lodging/Accommodations	$74	$67	$61	$75	$67	$81
Entertainment	$30	$38	$31	$32	$25	$26
Merchandise/Gifts	$34	$38	$36	$30	$35	$33
Transportation	$31	$33	$30	$34	$20	$29
Other	$6	$7	$8	$7	$3	$3
Total Verified	$242	$234	$277	$222	$203	$257

Nights Spent in Nova Scotia

The number of nights spent in Nova Scotia is stable compared to 2001.

On average, visitors to Nova Scotia in 2002 spent 11.6 nights away from home, and 7.3 nights in Nova Scotia; unchanged compared to an average 7.5 nights spent in the province by 2001 visitors. Ontario residents spent the greatest number of nights in Nova Scotia, while Atlantic Canada residents continued to take the shortest vacations in Nova Scotia. (See Table 2, Page 20)

Nights Spent in Nova Scotia



Looking at the total nights spent away from home compared to the total number of nights spent in Nova Scotia, Ontario residents spent the smallest portion of their overall trip in Nova Scotia. The average Ontario visitor spent 14.9 nights away from home with just over half (8.6 nights) spent in Nova Scotia.

2002 Nights Away From Home and Nights Spent in Nova Scotia

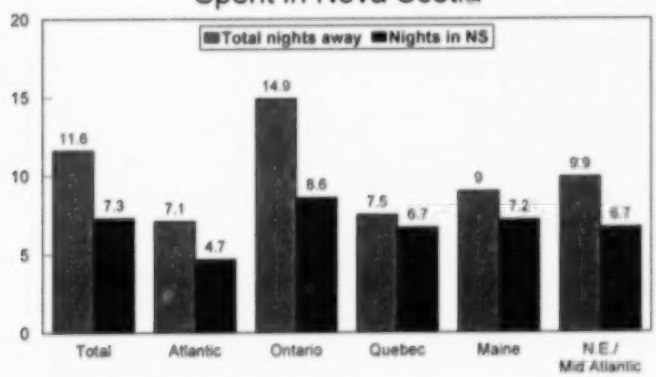


Table 2: Nights Away From Home on Nova Scotia Vacation

(Based on Tables 7a, 33, Appendix A)

	Total	Atlantic Canada	Quebec	Ontario	Maine	New England/ Mid-Atlantic
Nights away from home	11.6	7.1	7.5	14.9	9.0	9.9
Nights in Nova Scotia	7.3	4.7	6.7	8.6	7.2	6.7

The following table illustrates the percentage of visitors to Nova Scotia who stayed at least one night in the following types of accommodation, and the average number of nights spent in each type of accommodation.

Table 3: Types of Accommodation

(Based on Table 34, Appendix A)

Accommodation	Total	Atlantic Canada	Ontario	Quebec	Maine	N.E./Mid-Atlantic
Friends/Relatives						
% Visited	24%	34%	36%	10%	17%	9%
# Nights	7	4	7	4	15	12
Hotel/Motel						
% Visited	57%	43%	54%	56%	55%	64%
# Nights	5	3	5	4	4	5
Campground/Trailer Park						
% Visited	18%	24%	21%	37%	27%	6%
# Nights	6	5	5	8	6	5
Bed & Breakfast						
% Visited	15%	8%	16%	2%	10%	19%
# Nights	4	3	4	5	3	4
Country Inn						
% Visited	4%	1%	4%	1%	0%	5%
# Nights	3	2	3	3		3

Not surprisingly, Atlantic Canada and Ontario residents spent more nights with friends or relatives during their Nova Scotia vacation that those from the other markets. More New England/Mid-Atlantic residents stayed at a hotel or motel, while Atlantic Canada residents spent the fewest nights in this form of accommodation. Quebec visitors were more likely to stay at a campground or trailer park than other visitors, with New England/Mid-Atlantic residents being the least likely. In addition, New England/Mid-Atlantic and Ontario residents stayed at bed and breakfasts or country inns more than other visitors.

2002 Ad-generated Tourism Revenues

The total 2002 ad-generated tourism revenues of $172 million increased by $25 million compared to 2001.

The 2002 ad-generated tourism revenues were calculated by multiplying the total number of inquiries from each market by the net conversion rate for that region. This figure was then multiplied by the average total expenditures for each market to yield the total potential revenue for each geographic region studied. The 2002 ad campaign influenced at least $172 million in revenues, an increase of $25 million compared to the $147 million estimated from the 2001 campaign. The increase in revenues stems from an increase in overall inquiries, combined with an increase in visitors' average daily expenditures, offset slightly by a lower conversion rate.

Table 4: Ad-generated Tourism Revenues

2002	Total	Atlantic Canada	Quebec	Ontario	Maine	New England/ Mid-Atlantic
Total Inquiries	426,414	54,900	78,329	129,744	11,760	144,313
Net Conversion	21%	58%	10%	25%	18%	20%
Average Daily Expenditures/Party	$263	$242	$348	$257	$240	$255
Average Number of Nights Spent in NS	7.3	4.7	6.7	8.6	7.2	6.7
Average Total Expenditures/Party	$1,920	$1,137	$2,332	$2,210	$1,728	$1,708
Tourism Revenues*	**$172 Million**	**$36 Million**	**$18 Million**	**$72 Million**	**$4 Million**	**$49 Million**

2001	Total	Atlantic Canada	Quebec	Ontario	Maine	New England/ Mid-Atlantic
Total Inquiries	367,455	41,271	66,638	88,696	19,088	134,232
Net Conversion	22%	45%	18%	25%	23%	16%
Average Daily Expenditures/Party	$242	$234	$277	$222	$203	$257
Average Number of Nights Spent in NS	7.5	5	8	8	5	8
Average Total Expenditures/Party	$1,815	$1,170	$2,161	$1,887	$1,035	$2,030
Tourism Revenues*	**$147 Million**	**$22 Million**	**$26 Million**	**$42 Million**	**$5 Million**	**$44 Million**

*Inquiries x Net Conversion x Average Total Expenditures = Total Tourism Revenues
Rounding may result in some calculations not adding to totals

Atlantic Canada

Atlantic Canadians generated $36 million in ad-generated tourism revenues in 2002. This resulted from increased inquiries (almost 14,000 more), a higher conversion rate (up 13 percentage points) and higher average daily expenditures (up $8 per day). The overall result was a $14 million increase in the estimated revenues of the 2002 campaign, over 2001.

Quebec

Quebec's significantly lower conversion rate had a direct impact on the estimated revenues from the 2002 marketing campaign. While overall inquiries by Quebec residents increased by approximately 12,000, and average daily expenditures increased by $71, the ad-generated revenues decreased from $26 million in 2001 to $18 million in 2002.

Ontario

A significant increase in inquiries (up 41,000 from 2001) combined with a stable conversion rate and higher average daily expenditures (up $35) resulted in an increase of $30 million in campaign-influenced tourism revenues from Ontario residents. In 2002, Ontario visitors contributed 42 percent of the overall revenues from the Nova Scotia marketing campaign.

Maine

In 2002, there was a significant decrease in inquiries from Maine residents (down 7,000), and a five-point decline in the conversion rate. These decreases were offset somewhat by increased average daily expenditures (up $37) by Maine visitors, combined with a longer length of time being spent in the province this year. As a result, the overall impact of the province's marketing campaign for this market decreased by $1 million in 2002.

New England/Mid-Atlantic

An increase in the number of inquiries (up 10,000) and a four-point increase in the conversion rate were offset somewhat by New England/Mid-Atlantic visitors taking shorter vacations in 2002, resulting in an overall increase of $5 million in tourism related expenditures from this market.

Note: The amounts from this impact analysis represent only a percentage of the overall tourism expenditures for each of Nova Scotia's target markets.

The following table displays the ad-generated revenues by Media for 2002.

Table 5: 2002 Ad-generated Tourism Revenues by Media

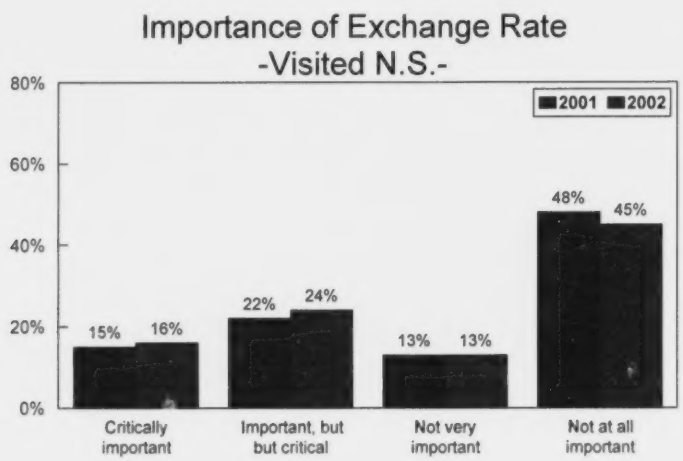
Category	Total Inquiries	Net Conversion	Average Daily Expenditures	Number of Nights in Nova Scotia	Tourism Revenues
DM Core	39,406	15%	$299	9.2	$16.3m
DM Total	108,187	18%	$270	8.7	$45.7m
Magazine Core	21,314	18%	$235	5.6	$5.0m
Magazine Total	53,209	17%	$248	6.3	$14.1m
Newspaper Core	2,954	32%	$277	7.3	$1.9m
Newspaper Total	6,009	24%	$320	7.1	$3.3m
ECMA (TV)	5,103	18%	$226	9.9	$2.1m
TV Core	4,459	35%	$281	5.4	$2.4m
TV Total	12,987	24%	$251	8.0	$6.3m
Web Core	23,200	42%	$275	5.9	$15.8m
RR Core	10,489	11%	$176	3.4	$0.7m
RR Total	10,608	11%	$180	3.5	$0.7m
Source	212,214	22%	$262	7.3	$89.3m
ACTP Total	27,310	16%	$300	5.5	$7.2m
NSPP Total	11,503	11%	$229	7.5	$2.2m
Total Media	426,414	21%	$263	7.3	$172m

Rounding results in totals not adding up to Total Media figures

Exchange Rate

The exchange rate does not play an important role in vacation destination decisions among the majority of visitors.

The majority of visitors to Nova Scotia continue to state the exchange rate was not an important factor in their vacation destination decision, while four in ten considered the exchange rate to be important. Regionally, Quebec (69% important), Maine (54%) and New England/Mid-Atlantic (47%) residents continue to be more likely than visitors from Ontario (30%) or Atlantic Canada (27%) to state the exchange rate played at least an important role in their choice of vacation destination. (See Table 43, Appendix A)

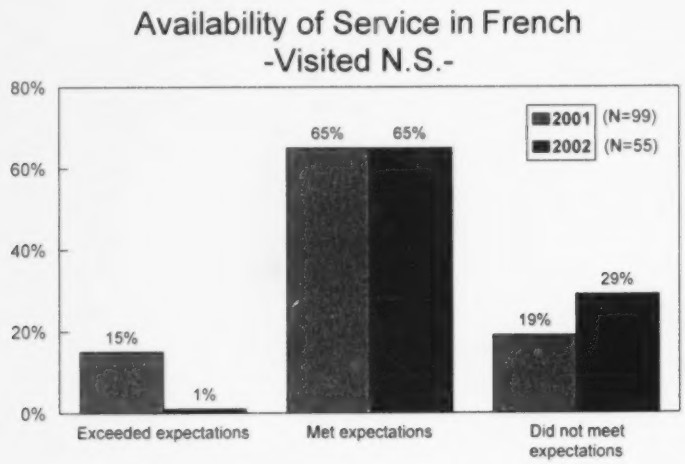


Service In French

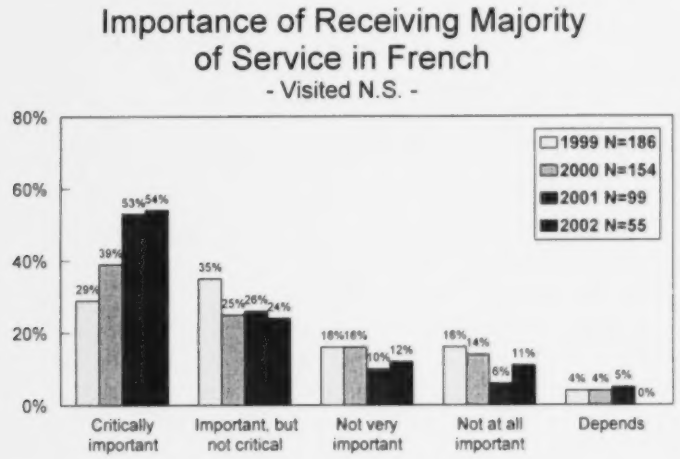
Francophone visitors are less likely to indicate the French service they received exceeded their expectations, compared to 2001. In addition, awareness of the "Ici on Parle Français" program decreased in 2002.

Note: The 2002 sample size for French speaking visitors to Nova Scotia is quite small (n=55), and the results should be treated with some caution.

The majority of French speaking visitors to Nova Scotia continued to state the French service they received while in the province met their expectations, however, three in ten of those surveyed claimed this service did not meet their expectations. The proportion of applicable respondents who indicated the French service they received exceeded their expectations declined by 14 percentage points in 2002, with only one percent stating this service exceeded their expectations. (See Table 22, Appendix A)

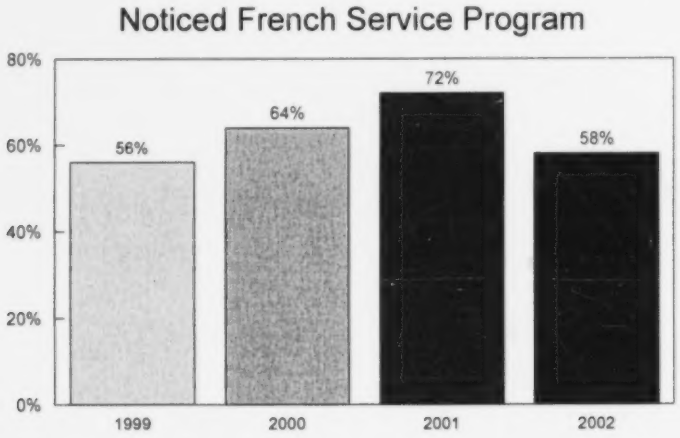


Consistent with 2001results, approximately eight in ten French speaking visitors consider the ability to receive the majority of service in French to be an important consideration when choosing their vacation destination. (See Table 24, Appendix A)

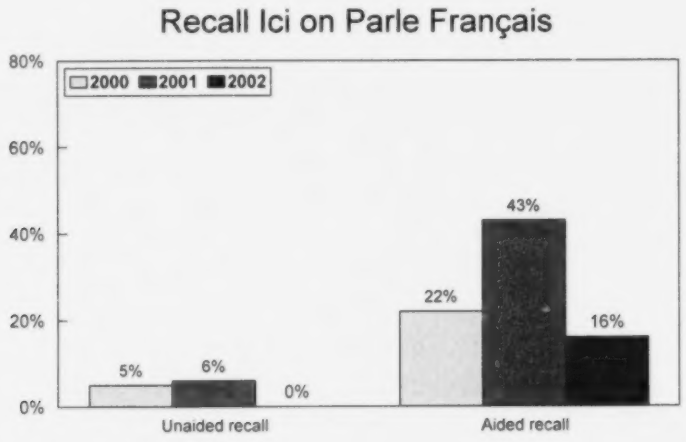


Awareness of Ici on Parle Français

Awareness of programs designed to provide services to French speaking visitors to Nova Scotia declined to 1999 levels, following significant increases in awareness in 2000 and 2001. In 2002, close to six in ten Francophone visitors state they noticed this type of program during their Nova Scotia vacation. (See Table 27, Appendix A)



In 2002, French speaking visitors who were aware of programs specifically designed to provide services to Francophone visitors were not able to recall the name of the *Ici on Parle Français* program (unaided); with less than two in ten recalling the name of the program in an aided awareness question. Following an encouraging increase in awareness in 2001, awareness of this program in 2002 has dipped below 2000 levels. (See Tables 27a, 27b, Appendix A)

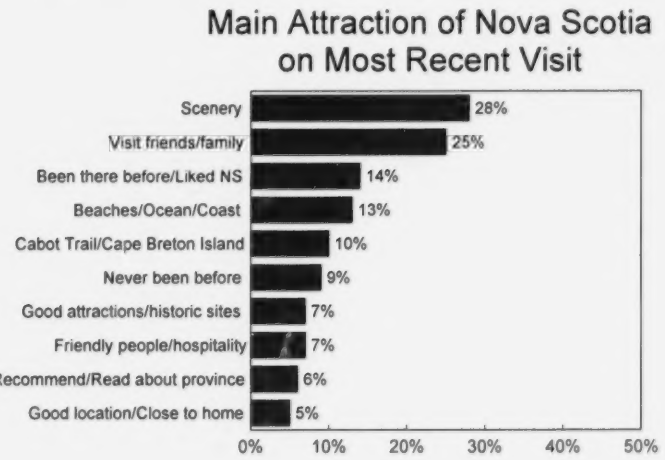


Vacation Activities

Visitors to Nova Scotia continue to identify a core group of activities - sightseeing, sampling local food, recreational walking, and visiting culturally significant attractions - as important vacation activities, and Nova Scotia continues to receive a very positive endorsement from visitors.

Factors Attracting Vacationers to Nova Scotia

The province's scenery and the opportunity to visit friends or family continue to be the two most common reasons offered by visitors when asked what specifically attracted them to Nova Scotia. In addition, visitors often identify a previous experience with the province or never having visited Nova Scotia before, as elements that attracted them to the province. (See Table 11, Appendix A)



Importance of Activities While on Vacation

Inquirers who took a vacation of at least three nights, more than 100 miles (160km) away from home, in the six months prior to being interviewed were asked in an unaided and aided fashion to identify what elements or available vacation activities were important to their choice of vacation destination. Similar to results from previous years, sightseeing, visiting historic sites, recreational walking, and dining/sampling local foods are most likely to be considered important elements when inquirers were choosing their vacation destination, with at least seven in ten stating each of these activities was important. In addition, more than one-half of those surveyed identified seeing local arts and crafts, going on a vacation getaway, or visiting a museum as important vacation activities. It is notable that the importance of going on a vacation getaway increased significantly in 2002 among both visitors and non-visitors, with more than one-half indicating this vacation element was important to their choice of vacation destination, compared to one-quarter of those surveyed in 2001. (See Table 6, Page 29)

Table 6: Importance of Vacation Activities

(Based on Tables 16a-16v, Appendix A)

Activity	2001 %	2002 %	Visited NS %	Non-Visitor* %
Sightseeing	89	88	95↑**	84
Visiting an historic site	70	74	84↑	67
Recreational walking	71	72	71	72
Dining/sampling local foods	71	69	79↑	62
Seeing local arts and crafts	60	62	66↑	59
Go on vacation getaway	25	56↑	54	58
Visited a museum	53	53	61↑	47
Shopping	42	44	46	43
Attending festivals/events	41	44	47↑	41
Hiking	40	42	41	42
Attending live music event	32	33	37↑	31
Live theatre events	23	26	23	27↑
Whale watching	25	25	36↑	19
Bird watching	22	23	23	23
Urban nightlife	17	16	13	18↑
Bicycling	16	16	11	19↑
Kayaking or canoeing	15	13	9	15↑
Golfing	10	13	12	14
Attending live sporting event	9	11	8	13↑
Hunting for fossils	8	10	11	9
Going to a casino	9	9	9	8
Attending a seminar/course	8	7	5	8

*A non-visitor is an inquirer who took a vacation in the past six months, but did not visit Nova Scotia

**Statistically significant differences are denoted by arrows.

Several vacation activities are more likely to be considered important to inquirers who visited Nova Scotia compared to inquirers that vacationed elsewhere:

- Sightseeing
- Visiting historic sites
- Dining or sampling local foods
- Seeing local arts and crafts
- Visiting museums
- Attending festivals or events
- Attending a live music event
- Whale watching

Participation in Activities While on Vacation

Inquirers who took a vacation were also asked what activities they participated in while on vacation. Among applicable inquirers, six activities continue to be named most frequently, and results are consistent with 2001 and previous years: sightseeing, eating unique local food, recreational walking, visiting an historic site, seeing local arts and crafts, and shopping. Three-quarters or more of those surveyed indicated participation in each of these activities while on vacation. Inquirers continue to be least likely to state they went whale watching, bicycling, to a casino, golfing, kayaking/canoeing, to a live sporting event, fossil hunting or to a seminar/course. (See Table 7, Page 30)

Table 7: Participation in Vacation Activities

(Based on Tables 17a-17v, Appendix A)

Participation in Activity	1999 %	2000 %	2001 %	2002 %	Visited NS %	Non-Visitor %
Sightseeing	89	89	89	88	95↑	84
Eat unique local food	n/a	82	84	82	89↑	77
Recreational walking	80	80	79	79	79	79
Visited an historic site	74	73	72	75	85↑	68
See local arts and crafts	n/a	73	71	74	82↑	69
Shopping	73	74	73	74	79↑	71
Visited a museum	59	58	56	56	64↑	51
Went hiking	44	44	42	45	44	45
Attended festivals/events	n/a	39	36	35	37	35
Go on vacation getaway	n/a	24	25	35	33	36
Attended live music event	31	30	31	33	33	33
Urban nightlife	23	19	21	23	22	25
Went bird watching	22	20	21	20	21	20
Attended a live theatre event	22	20	21	20	15	23↑
Went whale watching	16	17	16	15	22↑	10
Bicycling	16	14	13	15	10	18↑
Went to a casino	14	13	14	13	17↑	10
Golfing	12	11	9	11	9	11
Kayaking or canoeing	9	11	11	9	7	11↑
Attended live sporting event	8	8	8	8	6	10↑
Hunted for fossils	9	8	8	7	9	7
Attended a seminar/Course	7	7	8	6	4	7

Several activities emerge where visitors to Nova Scotia have higher participation rates compared to non-visitors:

- Sightseeing
- Eating unique local food
- Visiting historic sites
- Seeing local arts and crafts
- Shopping
- Visiting museums
- Whale watching
- Visiting casinos

Visitors to Nova Scotia are least likely to have attended a seminar/course, gone fossil hunting, attended a live sporting event, gone kayaking/canoeing, gone golfing or gone bicycling, with one in ten or fewer of those surveyed stating they participated in these activities.

Non-visitors are more likely than visitors to have participated in the following activities, although fewer than one-quarter of non-visitors participated in each of these activities:

- Live theatre event
- Bicycling
- Kayaking/canoeing
- Live sporting event

Extent to Which Vacation Activities Met/Exceeded Expectations

The following table (Table 8) illustrates the percentage of inquirers who indicate a vacation activity met or exceeded their expectations. The activities are presented in order of participation by visitors to Nova Scotia. Visitors to the province continue to provide a very positive evaluation of their vacation experience, with at least eight in ten visitors indicating each activity met or exceeded their expectations. With the exception of whale watching, bird watching, visiting a casino and fossil hunting, at least nine in ten visitors rate each activity as meeting or exceeding their expectations. (See Table 8, Page 32)

Table 8: Rating of Vacation Activities

(Based on Tables 18a-18v, Appendix A)

Activity Met/Exceeded Expectations	2001 %	2002 %	Visited NS %	Non-Visitor %
Sightseeing	96	97	97	95
Eat unique local foods	92	92	95↑	89
Visited an historic site	96	94	96↑	91
See local arts and crafts	92	91	93↑	89
Recreational walking	95	95	95	95
Shopping	89	89	91	88
Visited a museum	95	95	98↑	93
Went hiking	96	95	99↑	92
Attended festivals/events	90	90	93↑	88
Go on vacation getaway	95	95	98↑	93
Attended live music event	91	91	91	91
Urban nightlife	87	85	90↑	82
Went whale watching	81	83	80	88↑
Went bird watching	89	84	83	85
Went to a casino	78	76	80↑	71
Attended a live theatre event	92	94	93	94
Bicycling	90	92	92	93
Golfing	95	91	92	90
Hunted for fossils	81	75	78	72
Kayaking or canoeing	96	94	97	93
Attended live sporting event	90	90	95*	89
Attended a seminar/Course	95	86	94*↑	84

*caution – small sample size

Overall, inquirers are more likely to indicate the following vacation activities did not meet their expectations:

- Bird watching (12% visitors, 13% non-visitors)
- Whale watching (18% visitors, 11% non-visitors)
- Fossil hunting (16% visitors, 20% non-visitors)
- Attending a casino (10% visitors, 24% non-visitors)

Visitors are more likely than non-visitors to indicate whale watching did not meet their expectations, while non-visitors are considerably more likely than visitors to state their casino experiences did not meet their expectations.

Visitors to Nova Scotia are more likely than non-visitors, to indicate the following activities met or exceeded their expectations:

- Eating unique, local foods
- Visiting an historic site
- Seeing local arts and crafts
- Visiting a museum
- Hiking
- Attending a festival/event
- Vacation getaways
- Going to a dance club or bar
- Going to a casino
- Attending a seminar/course

Vacation Activity Gap Analysis

Sightseeing, unique local food, historic sites and museums (and perhaps local arts and crafts) are identified as critical vacation activities that positively differentiate Nova Scotia from other vacation destinations.

By collecting ratings of importance of the vacation activities when inquirers are choosing their vacation destination, and the extent to which these activities exceeded visitors and non-visitors' expectations, it is possible to conduct a gap analysis. Such an analysis identifies vacation activities that are most likely to exceed visitors' expectations, and compares visitors' experiences to those of inquirers that vacationed elsewhere. For this analysis, gap scores are calculated as the percentage of inquirers that participated in a particular activity who considered the activity to be important and stated the activity exceeded their expectations. An analysis of gap scores and participation rates allows each activity to be evaluated in terms of its importance to the promotion of the province as a vacation destination.

Looking at the results of the gap analysis, the various vacation activities have been assigned to one of four categories: Critical, Niche, Support or Neutral. In some cases, because of fluctuating gap scores year-over-year, several activities are assigned to a category called Niche/Neutral. Please note

that three activities had participation rates of less than ten percent and are not included in this analysis: kayaking/canoeing, live sporting events and seminar/courses.

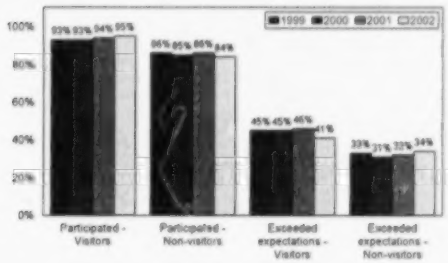
Critical Elements

A **critical** element is an activity that achieves high participation rates (more than 60%) among visitors to Nova Scotia. Interestingly, participation rates also tend to be higher for visitors compared to non-visitors. In addition to high participation rates, these visitors are more likely than non-visitors to state the activity was important to their vacation destination decision and that the activity exceeded their expectations. This is an indication, therefore, that the following activities positively differentiate Nova Scotia from other vacation destinations, are key components of the Nova Scotia product mix, and are essential communication elements:

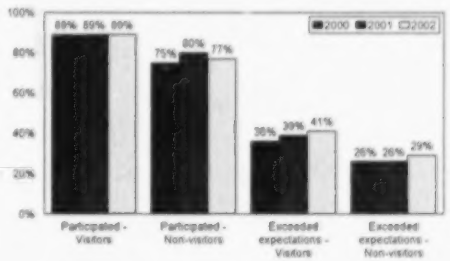
- Sightseeing
- Local food and dining
- Historic sites
- Museums

As illustrated in the following graphs, each of these critical elements achieved high participation rates among visitors to Nova Scotia. In addition, over the past four years, these elements consistently, positively, differentiate Nova Scotia from other vacation destinations.

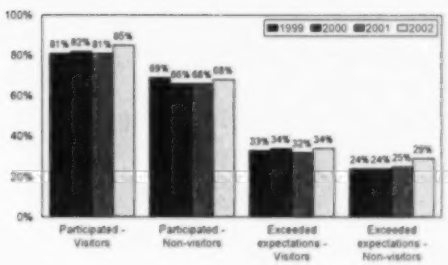
Sightseeing



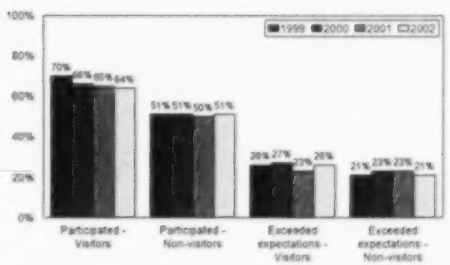
Local Food



Historic Sites



Museums



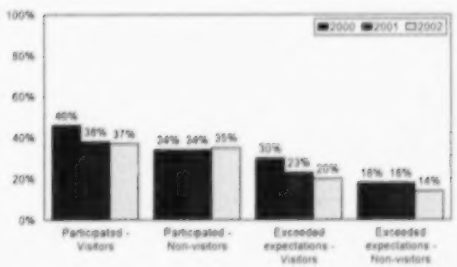
Niche Elements

A **niche** element is an activity that has moderate to low (between 11% and 60%) participation rates among visitors and non-visitors. As well, visitors are more likely than non-visitors to state the activity was important to the choice of vacation destination and that the activity exceeded their expectations. Niche elements are also important to communicate, however, they may only be important to specific demographic groups.

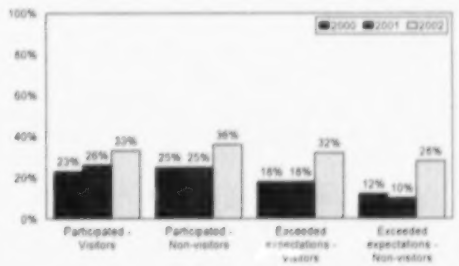
From the gap analysis, the following activities are considered niche elements:

- Festivals/events
- Vacation getaways

Festivals/Events



Vacation Getaways



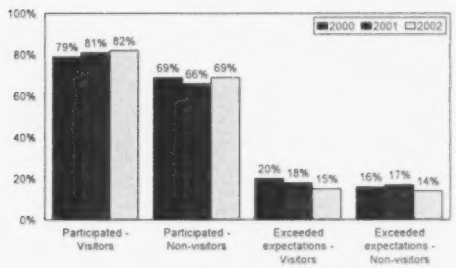
Support Elements

Support elements have high participation rates (more than 60%) among both visitors and non-visitors, but non-visitors are at least as likely as visitors to state each activity was important to their vacation destination decision and that their expectations were exceeded. Because of their high participation rates in these activities, it is important that potential visitors be aware these activities are available in Nova Scotia and achieve high satisfaction rates.

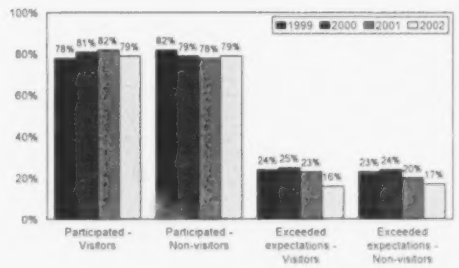
According to the gap analysis, the following activities are considered support elements:

- Local arts and crafts (it may be argued that because of significantly higher participation rates among visitors versus non-visitors, local arts and crafts could also be considered as a critical communication element)
- Recreational walking
- Shopping

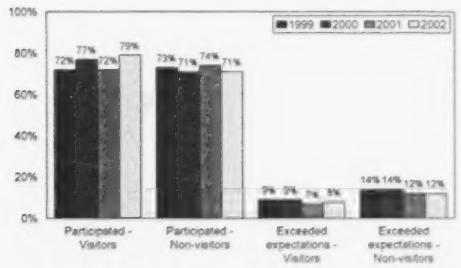
Local Arts/Crafts



Recreational Walking



Shopping



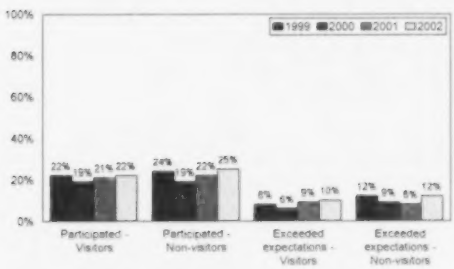
Neutral Elements

A **neutral** element is defined as one that has moderate to low participation rates (between 11% and 60%) among both visitors and non-visitors, while non-visitors are at least as likely as visitors to indicate each activity was important to their vacation destination decision and that their expectations were exceeded. These elements do not appear to be critical to persuading inquirers to visit the province.

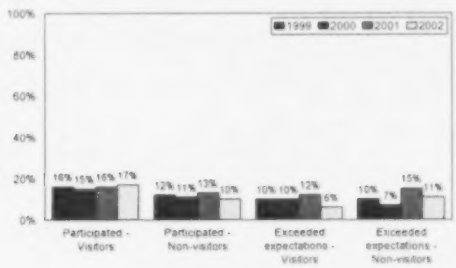
From the gap analysis, the following activities are considered neutral elements:

- Urban nightlife
- Casino
- Live theatre events
- Bicycling

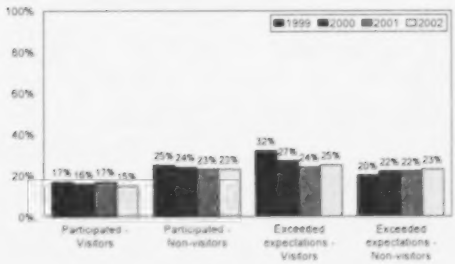
Urban Nightlife



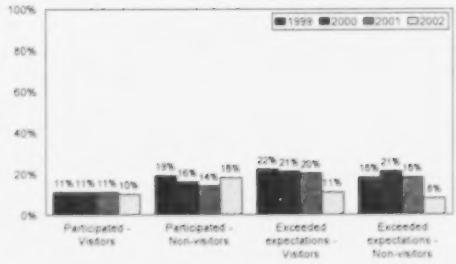
Casino



Live Theatre Event



Bicycling

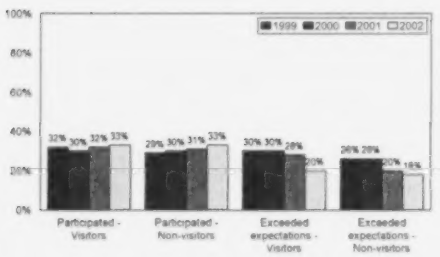


Niche/Neutral

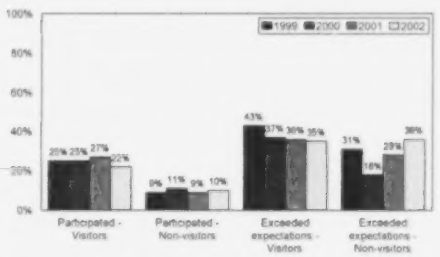
In addition, several activities are identified that cannot be placed within either the **Niche** or **Neutral** categories because of fluctuations in ratings year-over-year. These are:

- Live music events
- Whale watching
- Hiking
- Bird watching
- Fossil hunting
- Golfing

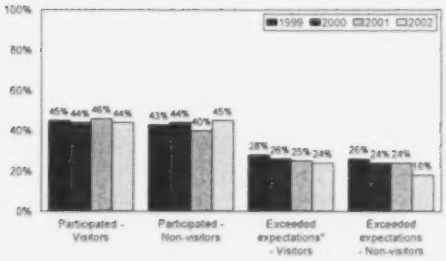
Live Music Event



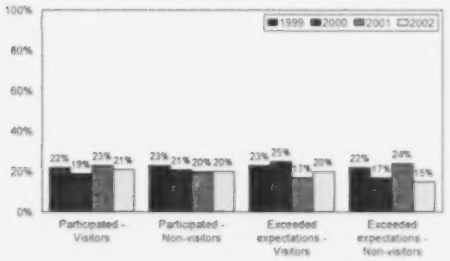
Whale Watching



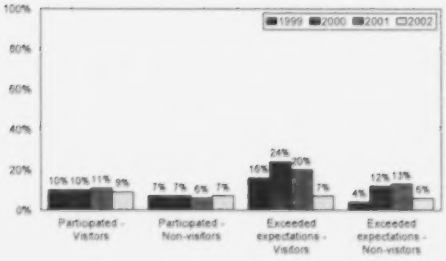
Hiking



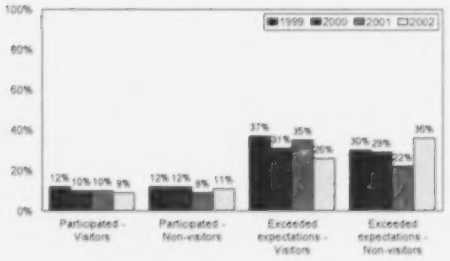
Bird Watching



Fossil Hunting



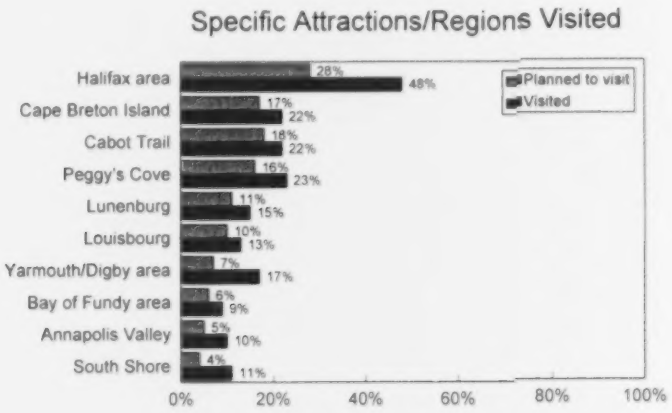
Golf



Specific Attractions/Regions Visited

The Halifax area, and Cape Breton Island continue to be areas where visitors plan to visit, and where they actually go while in the province.

When asked to name specific areas of the province they planned to visit as part of their Nova Scotia vacation, visitors continue to most likely name the Halifax area and Cape Breton Island, followed by Peggy's Cove, Lunenburg and Louisbourg. In terms of actual visitation, nearly one-half of visitors state they visited the Halifax area, while approximately two in ten each visited Cape Breton Island, the Cabot Trail and Peggy's Cove. Other areas visited by at least one in ten visitors include the Yarmouth/Digby area, Lunenburg, Louisbourg, the Bay of Fundy area, the Annapolis Valley and the South Shore area. (See Tables 34a, 35, Appendix A)



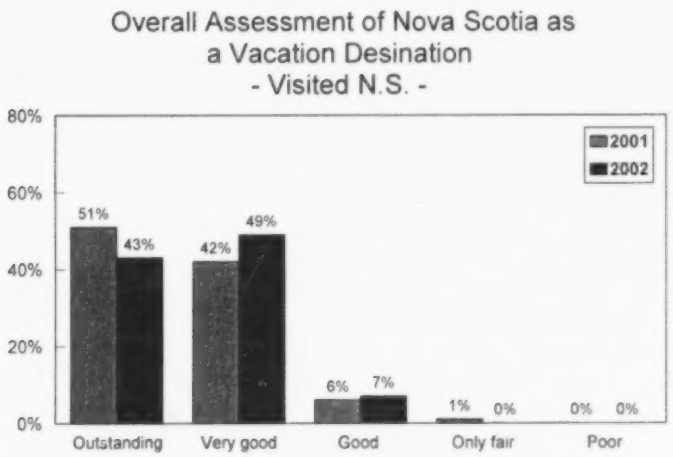
Close to one-half (43%, down 7 percentage points from 2001) of visitors spent at least one night on Cape Breton Island, with Quebec (60%) and Ontario (53%) residents continuing to be more likely than visitors from other markets to have visited the Island. Visitors who spent time on Cape Breton Island stayed an average of 3.9 nights, unchanged compared to 2001 results. (See Table 37, Appendix A)

Image of Nova Scotia as a Vacation Destination

Consistent with their assessment of their vacation activities while in Nova Scotia, visitors offer a very positive evaluation of Nova Scotia as a vacation destination.

Overall Assessment of Nova Scotia as a Vacation Destination

Consistent with previous evaluations of the province, visitors in 2002 offer a very positive endorsement of Nova Scotia as a vacation destination. Just over nine in ten rate the province as outstanding or very good, with the balance offering a rating of good. (See Table 12, Appendix A)



Two aspects of their vacation, the scenery (49%) and the friendliness of the people (34%) are cited most frequently by visitors as what they liked most about their 2002 Nova Scotia vacation, followed by the coastline/beaches (15%), the food (15%), the various attractions (13%), the accommodations (9%), Cape Breton Island (8%) and the relaxing atmosphere (7%). (See Table 13, Appendix A)

Close to four in ten (36%) visitors are unable to name anything they disliked about their trip to Nova Scotia, with the weather/unpredictable weather (12%), travel time (11%) and road conditions (7%) being the most frequently named unpleasant aspects of their vacation. These results are consistent with those seen in 2001. (See Table 14, Appendix A)

Travel Habits of Visitors

Similar to previous years, the majority of inquirers were considering Nova Scotia as a vacation destination at the time of their inquiry. New Brunswick and Prince Edward Island were most likely to also have been under consideration by inquirers as possible vacation destinations at the time of their inquiry.

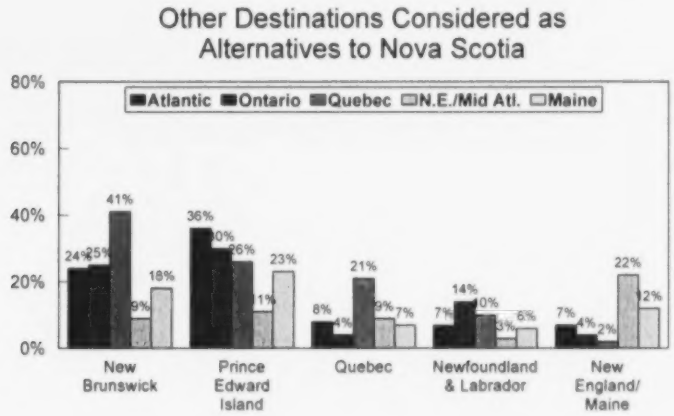
Vacation Plans Prior to Inquiry

At the time of their inquiry, the majority of visitors were considering Nova Scotia as a possible vacation destination, with close to four in ten (36%) indicating they were strongly considering the province, while more than four in ten (44%) were thinking about the province as a possible vacation destination. Close to one in ten had either already made reservations or commitments to visit Nova Scotia at the time of their inquiry (7%), or were not considering a vacation in the province (7%). Similar to previous years, Quebec residents (28%) were least likely to state they were strongly considering Nova Scotia as a possible vacation destination at the time they contacted the province for information. (See Table 2, Appendix A)

Visitors to Nova Scotia continue to be considerably more likely than non-visitors to have already made reservations or commitments to visit the province (20% vs. 2%), or to be strongly considering Nova Scotia as a vacation destination at the time of their inquiry (52% vs. 31%).

Other Vacation Destinations Considered

Three in ten (29%) inquirers were not considering any other vacation destinations when they contacted the province for tourism information, unchanged compared to 2001. Canadian inquirers continue to be more likely than those from Maine or the New England/Mid-Atlantic States to have been considering New Brunswick, Prince Edward Island or Newfoundland and Labrador as possible vacation destinations, while U.S. inquirers were most likely to have been considering other U.S. destinations. (See Table 3, Appendix A)



Atlantic Canadian inquirers were most likely to be considering another Maritime province in addition to Nova Scotia, at the time of their inquiry (36% were considering Prince Edward Island, while 24% were considering New Brunswick). In addition, approximately one in ten each were considering Quebec, Newfoundland and Labrador or Ontario (8%, 7%, and 7% respectively).

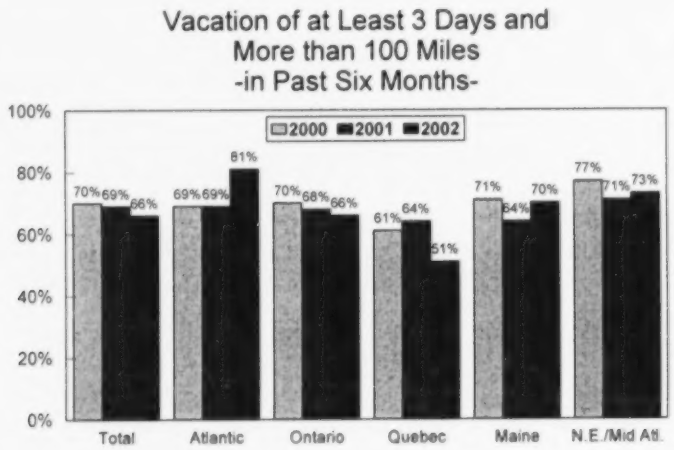
Quebec inquirers were most likely to be considering New Brunswick (41%), followed by Prince Edward Island (26%) and Quebec (21%). These results are virtually unchanged compared to 2001. One in ten (10%) Quebec inquirers were considering Newfoundland and Labrador. Quebec inquirers (41% and 21%) were considerably more likely than inquirers from Ontario (25% and 4%) or Atlantic Canada (24% and 8%) to have been considering either New Brunswick or Quebec as possible vacation destinations.

Residents of Ontario are similar to their Atlantic Canadian counterparts in their consideration of vacation destinations. Prince Edward Island (30%) and New Brunswick (25%) were the other main locations under consideration, while just over one in ten (14%) named Newfoundland and Labrador.

Maine inquirers named Prince Edward Island (23%) and New Brunswick (18%) as possible vacation destinations, while New England/Mid-Atlantic inquirers do not name any single vacation destination with great frequency. Approximately one in ten each mentioned Maine (13%), Prince Edward Island (11%), New Brunswick (9%), Quebec (9%) or the New England/Mid-Atlantic area (9%).

Vacation Taken in the Previous Six Months

In 2002, inquirers are slightly less likely to state they took a vacation of at least three days in length and at least 100 miles (160km) away from home in the six months prior to being interviewed. Two-thirds state they took this type of vacation, a decrease of three percentage points compared to 2001 inquirers. The incidence of having taken a vacation is stable among Ontario and New England/Mid-Atlantic inquirers, and is higher among both Atlantic Canada and Maine inquirers. In 2002, only one-half of Quebec inquirers report having taken such a vacation, down 13 percentage points from 2001. (See Table 4, Appendix A)

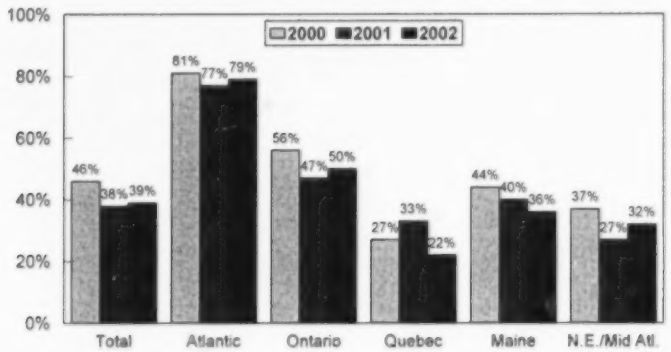


Consistent with results from previous years, the incidence of having taken a vacation of at least three days in length and 100 miles from home rises with both household income and education. (See Table 4, Appendix A)

Vacations in Nova Scotia

Among inquirers who took a vacation in the six months prior to being interviewed, four in ten spent at least a portion of their vacation in Nova Scotia, unchanged compared to 2001. Quebec residents are considerably less likely to have spent a portion of their vacation in Nova Scotia (down 11 percentage points from 2001), while New England-Mid-Atlantic residents are more likely to have spent a portion of their 2002 vacation in the province (up 5 points). Results for the remaining markets are stable compared to 2001. As in previous years, Atlantic Canada residents are most likely to have spent a portion of their vacation in Nova Scotia. (See Table 5, Appendix A)

Portion of Vacation Spent in Nova Scotia
-in Past Six Months-

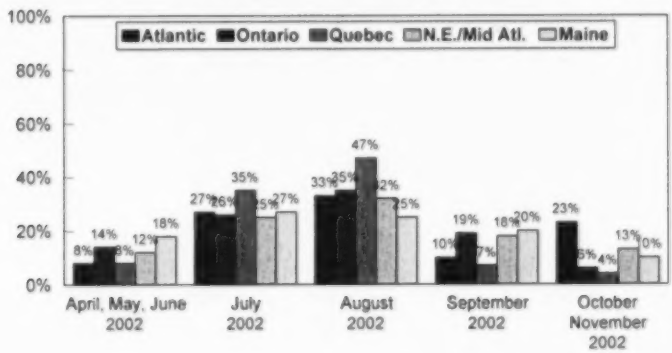


Inquirers who did not spend at least a portion of their vacation in Nova Scotia offered reasons similar to those seen in previous years. These inquirers are most likely to state they decided to travel elsewhere, or that it was too far or took too much time to travel to Nova Scotia. Other, less frequently cited reasons include personal reasons and plan to vacation in Nova Scotia in the future. (See Table 6, Appendix A)

Timing of Vacation in Nova Scotia

July and August continue to be the most popular months for visiting Nova Scotia, with just over six in ten visitors reporting they visited in one of these two months. Approximately one in ten each visited Nova Scotia during the spring months (April, May, June) or in the fall months (October, November), while close to two in ten came to Nova Scotia in September. Maine and New England-Mid Atlantic visitors are least likely to have visited the province during the summer months, and are more likely than other visitors to have visited during September, October or November. Quebec residents are most likely to have visited Nova Scotia during July and August. (See Table 7, Appendix A)

Month(s) Vacationed in Nova Scotia
During Most Recent Vacation



Visitors aged 55 years or older continue to be more likely than younger visitors to have travelled to Nova Scotia during September, October or November. (See Table 7, Appendix A)

Other 2002 Vacation Destinations

When asked what other vacation destinations they visited in addition to Nova Scotia during the six months prior to being interviewed, visitors continue to be most likely to name another Maritime province. Just over two in ten each visited New Brunswick (22%) or Prince Edward Island (22%), while approximately one in ten each visited Ontario (13%), Quebec (13%), New England (ex. Maine) (11%), Arizona (9%) or Maine (9%.) Not surprisingly, Canadian visitors are more likely than those from the U.S. to state they visited New Brunswick or Prince Edward Island, while U.S. residents are more likely to have visited a U.S. destination. Maine residents are more likely than visitors from other markets to state they did not visit any other destinations. (See Table 8, Appendix A)

Last Vacation in Nova Scotia

One-quarter (26%) of Nova Scotia visitors have previously visited the province within the past two years, while one in ten (11%) visited at least two, but less than five years ago and just over two in ten (22%) last visited at least five years ago. Four in ten (40%) visitors state this was their first visit to Nova Scotia. Atlantic Canada residents are most likely to have visited Nova Scotia within the past two years, and are least likely to have never visited the province before. In contrast, new England/Mid-Atlantic residents are least likely to have visited Nova Scotia in the past two years, and are most likely to have never visited the province before. (See Table 9, Page 46)

Table 9: Last Vacation in Nova Scotia

(Based on Table 10, Appendix A)

Last Vacation in Nova Scotia	Overall %	Atlantic Canada %	Quebec %	Ontario %	Maine %	NE/Mid-Atlantic %
>/=6 months, <1 year	11	39	7	10	14	4
>/=1 year, <2 years	15	33	10	15	32	11
</=2 years, <5 years	11	14	14	11	14	9
At least 5 years	22	10	25	31	5	16
Never	40	3	43	32	34	61

Visitor Party Composition

Consistent with 2001 results, the average party size among 2002 visitors to Nova Scotia was four people. Close to six in ten (57%) visitors report they travelled alone or with one other person, while three in ten (31%) travelled in a group of three or four people. One in ten (9%) visitors travelled in a group of five or six people, while few (4%) travelled in larger parties. (See Table 19, Appendix A)

Visitors to the province continue to be most likely to have travelled as a couple (46%), followed by families with children (25%). One in ten visitors each report travelling as two or more couples (10%) or with friends (8%). Atlantic Canada (40%) and Ontario (32%) residents are more likely than visitors from other markets to state they travelled as a family with children. In addition, Atlantic Canada residents (38%) are least likely to have travelled as a couple. (See Table 10, Page 47 A)

Table 10: Visitor Party Composition

(Based on Table 20, Appendix A)

Party Composition	Overall %	Atlantic Canada %	Quebec %	Ontario %	Maine %	NE/Mid-Atlantic %
As a couple	46	38	48	43	49	52
As a family with children	22	35	20	28	17	13
As two or more couples	10	11	13	7	20	12
With friends	8	6	8	7	4	8
With organized group/tour	3	2	1	2	0	7
Relatives/family (general)	3	0	2	6	3	2
As two or more families with children	3	5	4	4	0	2
Alone	2	1	0	2	3	4

Mode of Travel

Passenger vehicle (79%) continues to be the travel mode of choice for most visitors to Nova Scotia, particularly among Atlantic Canada residents. Overall, one in ten (10%) visitors used a commercial or private aircraft, with Ontario visitors being most likely to use this form of transportation. One-quarter (25%) of visitors used at least one of the various ferry options, with ferry use being particularly prevalent among visitors from Maine or New England/Mid-Atlantic. (See Table 11, Page 48)

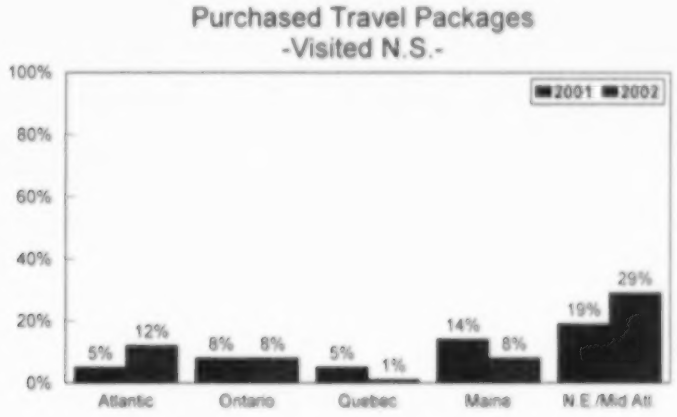
Table 11: Visitor Mode of Travel

(Based on Table 28, Appendix A)

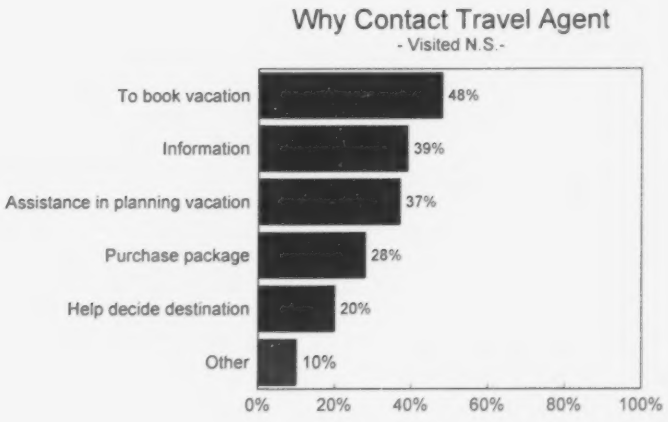
Mode of Travel	Overall %	Atlantic Canada %	Quebec %	Ontario %	Maine %	NE/Mid-Atlantic %
Passenger vehicle	79	93	85	79	76	71
Commercial/private aircraft	10	1	1	15	0	8
Portland-Yarmouth ferry	8	0	0	0	18	24
Recreational vehicle	7	3	14	9	17	3
Bar Harbor-Yarmouth ferry	6	1	1	1	14	14
Bus/motor coach	6	5	1	2	7	11
Ship/ferry (general)	4	8	0	2	0	8
Digby/Saint John ferry	4	1	4	5	3	4
Caribou-Wood Island ferry	2	2	0	3	2	3
Cruise ship	2	0	0	0	0	5
Sydney/Port- aux Basque ferry	1	7	0	1	0	0
Train	1	0	1	2	0	1

Purchase of Travel Packages

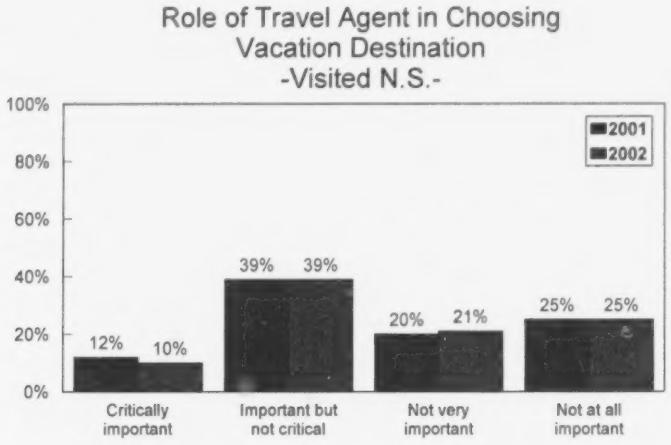
The incidence of having purchased a travel package continues to increase, with 15 percent of 2002 visitors reporting they purchased a travel package up from 11 percent and 8 percent in 2001 and 2000 respectively. New England/Mid-Atlantic residents continue to be most likely to have purchased a travel package, with Quebec residents being least likely to report purchasing a travel package. (See Table 29, Appendix A)



Visitors are also more likely to have contacted a travel agent for assistance in vacation planning in 2002 (13%, up 4 percentage points from 2001). Residents of Ontario and New England/Mid-Atlantic are more likely than visitors from other markets to have contacted a travel agent for assistance. Those who contacted a travel agent are most likely to report they used a travel agent to book their vacation, or for information or assistance in planning their vacation, or to purchase a travel package/tour. (See Tables 30, 31, Appendix A)



Consistent with 2001results, one-half of visitors who contacted a travel agent believe their travel agent played an important role in terms of helping them choose a vacation destination, with the balance reporting their agent did not play an important role in this decision. (See Table 32, Appendix A)

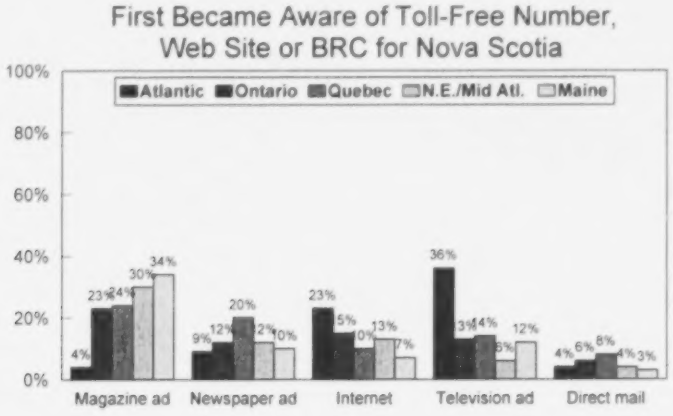


Effectiveness of Travel Information

Print media continue to be the dominant source of awareness for generating inquiries. The Doers and Dreamers Travel Guide and Map of Nova Scotia are both assessed positively in terms of providing inquirers with useful vacation planning information.

Awareness of Toll-Free Number, Website for Nova Scotia

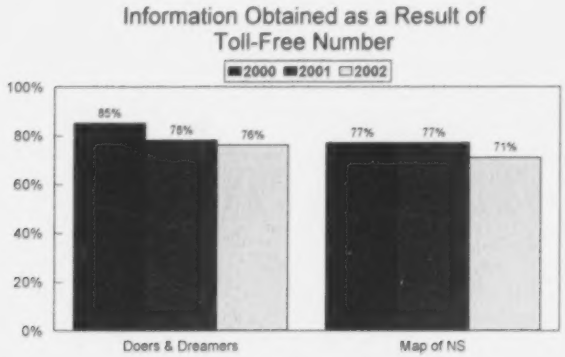
Magazine advertising continues to be the dominant source of awareness for Nova Scotia's toll-free number or website address, with one-quarter of inquirers (25%) identifying this medium. Approximately one in ten inquirers each name newspaper advertising (13%), the Internet (13%) or television advertising (12%) as how they become aware of how to contact the province for tourism information. Atlantic Canada inquirers are more likely than others to identify television and the Internet as their source of awareness. The other markets are more likely to name magazine advertising. (See Table 1, Appendix A)



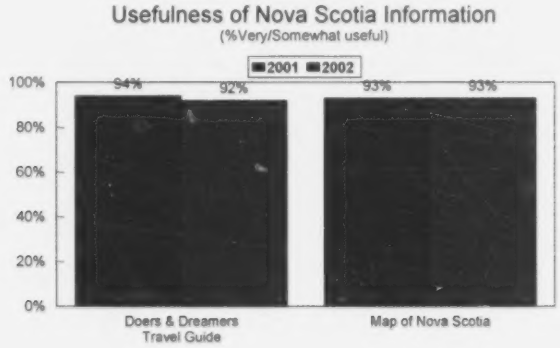
Across the inquirer population, older inquirers continue to be more likely to name magazine advertising, while those under 45 years of age are more likely to cite the Internet or television advertising as their primary source of awareness.

Nova Scotia Vacation Information

Similar to 2001 results, three-quarters of inquirers received the **Doers and Dreamers Travel Guide** as a result of their inquiry, with visitors (88%) being more likely than non-visitors (71%) to report receiving a Travel Guide. Atlantic Canada inquirers continue to be most likely to have received a Travel Guide, while Ontario and Maine residents are more likely than residents of Quebec or New England/Mid-Atlantic to have received a Travel Guide. Inquirers are less likely to state they received the **Map of Nova Scotia**, with seven in ten indicating they received a Map of Nova Scotia, down six percentage points from 2001. As with the Travel Guide, visitors (84%) are more likely than non-visitors (71%) to have received a Map of Nova Scotia. Ontario and Quebec residents are less likely than other inquirers to report receiving a Map of Nova Scotia. (See Tables 46a, 46b, Appendix A)



Consistent with 2001, most of those who received a Travel Guide or Map of Nova Scotia rate these information sources as being very or somewhat useful in planning their vacations, with visitors being more likely than non-visitors to assign a rating of "very useful". (See Tables 47a-47c, Appendix A)



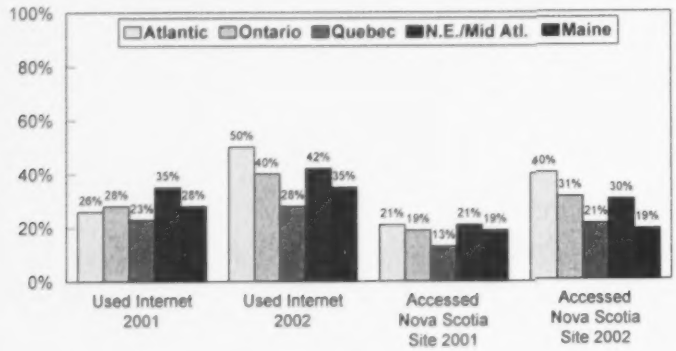
Among inquirers who received a Travel Guide or Map of Nova Scotia, a significant majority (69%) state there is no additional Nova Scotia information they would have liked to receive. (See Table 48, Appendix A)

Use of the Internet

The Internet and Nova Scotia's website are becoming increasingly useful tools to inquirers as sources of tourism information.

Use of the Internet to obtain travel or tourism information increased in 2002, with nearly four in ten (38%, up 8 percentage points from 2001) inquirers indicating they accessed the Internet for this type of information. Nearly three in ten (28%, up 9 points) inquirers report accessing the Nova Scotia website, with Quebec and Maine inquirers being least likely to have accessed the Nova Scotia website. Younger inquirers, and those with higher levels of income and education are most likely to have used the Internet to obtain travel information or to have accessed the Nova Scotia tourism website. (See Tables 49, 49a, Appendix A)

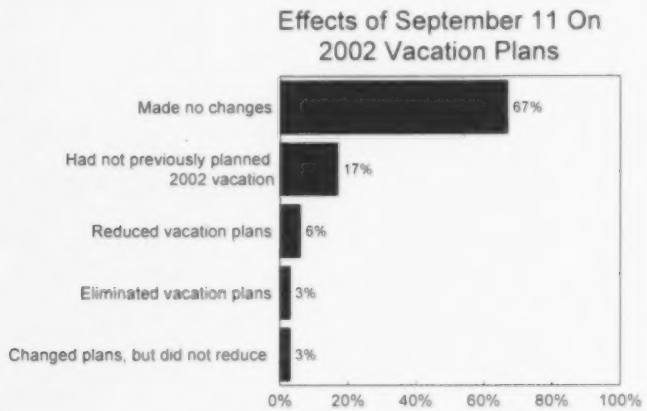
Usage of Internet to Obtain Travel Information



The Nova Scotia website continues to be assessed as being no different from other tourism websites by the majority of inquirers (56%), while three in ten (29%) believe it is better than other tourism sites. This evaluation is consistent with 2001 results. (See Table 49b, Appendix A)

Impact of September 11

All inquirers were asked whether the events of September 11 2001 had an effect on their 2002 vacation plans. Close to two in ten had not made any 2002 vacation plans prior to September 11 2001, while two-thirds state they made no changes to their 2002 vacation plans. Relatively few indicate they changed their vacation plans as a result of September 11, with just over one in ten stating they reduced, eliminated or changed their 2002 vacation plans. These results are generally consistent across the population, although Quebec residents are more likely than others to state they did not have any 2002 vacation plans prior to September 11 2001. (See Table 49c, Appendix A)



Demographic Profile

Demographic Profile of Inquirers

In 2002, inquirers continue to be more likely to be female (56%) than male (44%), with Atlantic Canada and Ontario inquirers being more likely than those from other markets to be female. While inquirers overall are most likely to be 45 years of age or older (75%), Atlantic Canada inquirers continue to have a younger profile, with one-half being under 45 years of age. Visitors to Nova Scotia are also most likely to be 45 years of age or older (74%), however, Atlantic Canada (47%), and to a slightly lesser extent Ontario (33%) visitors are more likely than other visitors to be under 45 years of age. Inquirers are also more likely to have a post-secondary education (69%) and to report household incomes of at least $50,000 (of those who report a household income, 59% have incomes of at least $50,000). Inquirers are more likely to be employed on a full-time basis, or to be retired, which is not surprising given their age profile.

More than eight in ten (84%) of those surveyed took at least one vacation of at least three days in length and more than 100 miles (160km) away from home in the past twelve months, with the average inquirer taking three trips. While the incidence of having taken this type of vacation is down slightly compared to 2001, the average number of trips is stable. Inquirers with lower levels of income or education are least likely to have taken such a trip in the past twelve months. (See Tables 50-55, Appendix A)

Study Methodology

The data for this study was collected using a random telephone interview methodology. The sampling was distributed to be representative of the actual inquiry distribution by market, and by media within each market, of interest to the Nova Scotia Department of Tourism and Culture. All interviews were conducted using CRA's computer-assisted-telephone-interviewing system (CATI) that provides superior quality control and sample management. The data was collected between November 5 and December 14 2002.

Sampling Strategy by Market

The Sample for the **2002 Nova Scotia Tourism Advertising Evaluation Study** was drawn from several sources, including all those who contacted Nova Scotia's toll-free information and reservation service (Check-In) to request information on the province from January 1 to October 9, 2002. Web inquiries and several other databases were also used to complete the inquirer sample.

For the purposes of this study, five separate regions required overall statistical reliability: Atlantic Canada, Quebec, Ontario, Maine and the New England/Mid-Atlantic States. Based on the actual number of inquiries at the time of the study, the margins of error (at a 95% confidence level) for each region are as follows:

Region	Information Requests Jan 1 - Oct 9, 2002	Sample Size	Margin of Error
Atlantic Canada	54,900	208	+/- 6.8%
Quebec	78,329	490	+/- 4.4%
Ontario	129,744	876	+/- 3.3%
Maine	11,760	143	+/- 8.2%
New England/Mid- Atlantic States	144,313	1,172	+/- 2.8%

Sampling Strategy by Media

The sampling strategy also provided for a representative sample by media within each market region. The following table summarizes the actual distribution of the sample by media evaluated in the study. As such, this sampling provides for a reliable sample for each of the media types, but not necessarily for each media type within market region.

The media types that were assessed included: direct mail, newspaper, magazine, television, East Coast Music Awards, the Internet, ECBC sponsored media and Reader Response (other categories such as Bay Ferries and Scotia Prince involved multiple media channels and are grouped under their respective media channel rather than as a distinct sponsor category).

Type of Media	Information Requests From Jan. 1 to October 9, 2002	Sample Size
DM Core	39,406	513
Magazine Core	21,314	286
Newspaper Core	2,954	41
ECMA	5,103	73
TV Core	4,459	62
Web Core	23,200	329
RR Core	10,489	150
Source	212,214	213
ACTP Total	27,310	294
NSPP Total	11,503	162
Total Media	426,414	3,276

Please note that inquiry totals here may not correspond with figures found elsewhere, as these records have been filtered for duplicates and other issues

Weighting Factors

After the data was collected, to compensate for differences between the distribution of the sample when compared to the actual distribution of inquiries by market, and by media within each market, a weighting procedure is applied to the information. The weighting technique used to conduct the weighting exercise is Cell Weighting. In this study, weighting is used to compensate for variations in market and media distribution. The following weighting factors are used:

	Atlantic Canada	Ontario	Quebec	North East US	Maine	Spill
Direct Mail						
Spring	0.669	1.267	2.425	0.243		
Summer	0.139	0.447				
Fall	0.064		0.617	0.829		
ACTP				1.123	0.623	0.238
TAMI		1.765	2.952			
Niche Standard DM Golf		.553	2.094	0.145		

	Atlantic Canada	Ontario	Quebec	North East US	Maine	Spill
Niche Standard DM Outdoor		0.872	1.156	0.422		
BF				0.063		
SPC				2.183		
Newspaper						
Newspaper Core		0.541	0.386	0.588		
NSPP			0.880			
ACTP				0.194		
SPC				0.060	0.048	
Magazine						
Core	1.147	2.736	3.646	4.070		
ACTP Co-op				1.139	0.423	0.237
NSPP		2.813	2.019	1.435	0.674	
BF				0.152		
SPC				1.197	0.652	
CTC				0.719		
Television						
TV Core	1.054	0.477				
ECMA		0.449				
TV ACTP				0.242		0.237
Website Core	1.132	1.622	0.586	1.218	0.630	
Reader Response						
Core				3.183		
ACTP						
SPC				0.050		
Source						
Direct Mail Source	0.275	1.312	0.418	0.474	0.207	
Newspaper Source	0.953	0.993	0.459	0.884	0.143	
Magazine Source		3.739	2.729	1.554		
Television Source	0.243	0.063		0.659	0.092	
CAT Promotion				0.213		

Data Collection

All data was collected from CRA's central field services' facility in Halifax by experienced interviewers under the guidance of field supervisors. In total, 3,276 interviews were completed with eligible respondents. The completion rate for the study was 42 percent. The completion rate is calculated as the number of completed interviews (3,276), divided by the total number of telephone numbers called (23,624) minus ineligible numbers (2,975) and those who could not be reached during the interview period (12,743) and disqualified respondents (43). The final disposition of all the telephone numbers called is as follows:

COMPLETION RESULTS

INELIGIBLE NUMBERS	
Not in Service	1,324
Fax/Cellular	174
Business	291
Incorrect Number/Address	945
Duplicate/Blocked	241
RESPONDENT NOT REACHABLE	
No Answer	10,391
Not Available During Interview Period	2,352
INTERVIEW NOT COMPLETED	
Language Barrier	40
Refusals	4,547
Disqualified During Screening	43
COMPLETED INTERVIEWS	3,276
TOTAL NUMBER OF TELEPHONE NUMBERS CALLED	23,624

NOVA SCOTIA TOURISM AND CULTURE

2002 Advertising Evaluation Study

-By Market-

TABLE 1:

Before we begin, do you recall how you first become aware of the Toll-Free number, website, or business reply card for Nova Scotia?

		REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Magazine ad	25	4	23	24	34	30	36	17	31	22	28	19	21	25	28	22	25	29	23	22	28	26	23	28
Newspaper ad	13	9	12	20	10	12	3	12	14	15	12	6	11	13	16	16	13	14	14	15	11	14	11	15
Internet	13	23	15	10	7	13	9	22	11	15	12	22	19	17	9	8	11	14	17	10	13	15	18	7
Television ad	12	36	13	14	12	6	18	13	10	12	12	22	17	13	8	16	14	12	11	16	11	10	14	9
Direct mailing	6	4	6	8	3	4	1	4	5	4	7	5	3	7	5	9	6	5	6	7	5	4	6	5
AAA/CAA	4	0	4	2	2	5	4	4	3	4	3	3	2	4	4	7	2	4	3	3	3	4	3	4
Friend/Relative	3	2	5	1	3	4	3	4	3	3	4	3	5	3	3	2	4	2	4	5	2	4	4	3
Tourist bureau	2	0	2	3	2	2	1	2	3	3	2	1	2	2	2	2	2	2	3	2	2	2	2	3
Doer and Dreamers Guide/Tourism book	2	4	2	1	4	2	1	3	1	1	2	0	1	1	2	3	1	2	2	2	1	1	1	2
Been there before/Previous use	1	0	1	1	2	1	0	1	1	0	1	1	1	1	1	0	1	0	1	1	1	0	1	1
On the ferry	1	0	0	0	0	2	0	1	1	1	0	1	1	1	1	1	1	0	1	0	1	1	1	0
Brochure	0	1	0	0	0	0	2	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0
Operator/Directory assistance	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0
Travel agent	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Radio ad	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Phone book	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	2	0	2	4	1	1	6	2	2	2	2	3	3	1	2	1	3	2	1	3	2	2	3	2
Can't Recall/Don't Know	16	15	16	11	21	19	15	13	15	17	15	14	11	12	19	14	16	13	13	12	13	15	13	18
WEIGHTED SAMPLE SIZE (#)	**3276**	**168**	**1008**	**823**	**74**	**1121**	**92**	**833**	**1336**	**1447**	**1829**	**271**	**509**	**758**	**1707**	**221**	**783**	**789**	**772**	**960**	**1016**	**1220**	**1664**	**1384**
UNWEIGHTED SAMPLE SIZE (#)	3276	208	876	490	143	1172	387	932	1361	1435	1841	261	492	769	1731	207	764	779	808	925	1029	1256	1651	1391

Corporate Research Associates Inc., 2003

NOVA SCOTIA TOURISM AND CULTURE

2002 Advertising Evaluation Study

-By Market-

TABLE 2:

Can you tell me which of the following statements best describes your vacation plans before you contacted Nova Scotia to inquire about vacation information?

		REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
You had already made commitments and/or reservations in Nova Scotia	7	9	12	6	11	5	6	20	2	7	8	9	9	8	7	4	7	9	7	9	7	7	8	8
You were strongly considering a vacation in Nova Scotia	36	48	39	28	37	36	34	52	31	38	38	35	36	33	37	32	33	38	38	34	38	38	36	37
You were thinking about Nova Scotia as a possible vacation destination among other options	44	36	44	35	45	51	50	23	56	44	44	44	48	47	42	43	45	44	45	41	45	47	48	41
You were not considering a vacation in Nova Scotia	7	6	4	11	5	6	9	2	7	7	6	10	5	7	6	9	7	5	7	8	5	6	8	5
Don't know/No response	6	1	2	20	1	2	1	3	3	6	5	2	1	5	8	12	8	4	3	8	5	4	3	10
WEIGHTED SAMPLE SIZE (#)	**3276**	**168**	**1008**	**823**	**74**	**1121**	**92**	**833**	**1326**	**1447**	**1829**	**271**	**609**	**768**	**1707**	**221**	**783**	**789**	**772**	**960**	**1016**	**1220**	**1654**	**1384**
UNWEIGHTED SAMPLE SIZE (#)	3276	208	876	490	143	1172	387	932	1361	1435	1841	261	492	769	1731	207	764	779	808	925	1029	1256	1651	1391

Corporate Research Associates Inc., 2003

NOVA SCOTIA TOURISM AND CULTURE

2002 Advertising Evaluation Study

-By Market-

TABLE 3:

At the time of your request for information about Nova Scotia, what, if any, other destinations were you also considering as alternatives to Nova Scotia?

		REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 64	65+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
New Brunswick	23	24	25	41	18	9	17	25	22	26	21	22	28	25	21	23	24	26	23	25	20	23	24	23
Prince Edward Island	22	38	30	26	23	11	20	29	21	23	22	26	24	21	21	27	22	23	21	23	21	22	21	23
Quebec	10	8	4	21	7	9	7	8	11	10	10	15	11	9	10	10	11	10	10	10	9	11	11	9
Newfoundland & Labrador	9	7	14	10	6	3	10	9	9	9	8	7	10	9	8	8	7	9	8	8	8	10	8	9
Maine	6	3	2	1	6	13	9	6	9	6	6	4	7	9	5	6	4	6	9	5	5	7	7	4
Other U.S.	5	1	2	2	6	11	9	3	7	6	5	6	4	6	6	4	4	5	7	4	6	6	6	5
New England excl Maine (NH,VT,MA,RI,CT)	5	4	2	1	6	9	10	4	6	5	4	1	5	7	4	5	4	4	4	2	4	7	5	4
Ontario	4	7	6	4	2	3	5	3	6	5	4	2	5	5	4	2	5	4	6	5	4	4	4	4
Other Canadian	3	1	5	3	2	2	7	3	3	3	4	4	3	3	4	5	4	4	2	4	4	3	3	4
British Columbia	3	1	5	3	0	2	2	2	3	3	3	3	4	2	3	5	5	2	2	3	3	3	3	4
Florida	3	0	2	3	2	4	2	1	4	3	2	4	4	3	2	2	2	3	4	2	4	2	3	2
Europe/Continental Europe	2	0	2	2	1	3	3	1	3	3	2	2	1	2	3	1	1	2	4	1	2	3	2	3
Cape Breton Island	2	0	3	1	2	1	1	2	2	2	2	3	1	1	2	1	2	2	1	2	2	1	1	2
Mid-Atlantic (NY, NJ, PA)	1	0	1	1	2	2	2	1	2	2	1	1	1	1	2	1	1	1	3	1	1	2	2	1
Caribbean	1	0	1	0	0	3	1	0	2	2	1	0	1	1	2	0	0	0	3	0	2	2	1	1
Alaska	1	0	0	0	1	3	4	1	1	1	1	1	0	2	1	0	1	1	2	0	2	2	1	1
Alberta	1	0	2	1	1	0	2	1	1	1	1	2	3	1	1	1	2	1	1	1	1	1	1	1
United Kingdom/UK	1	0	1	0	1	2	2	1	1	1	1	1	1	1	1	2	1	1	0	1	1	1	1	1
Mexico	0	0	1	0	0	0	2	0	0	0	0	0	1	0	0	0	1	0	0	1	0	0	0	0
Cuba	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0
Las Vegas	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0
Europe	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Arizona	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	5	0	5	3	4	7	7	2	7	5	5	5	4	4	6	4	5	6	3	4	4	7	4	6
None	29	37	33	14	41	35	32	38	23	25	32	28	28	27	30	29	27	29	28	30	31	27	28	30
Don't know/Can't recall	3	0	1	7	0	3	1	2	2	3	3	2	3	2	4	4	5	2	2	3	4	3	2	4
WEIGHTED SAMPLE SIZE (#)	**3276**	**168**	**1068**	**823**	**74**	**1121**	**92**	**833**	**1326**	**1447**	**1829**	**271**	**508**	**758**	**1707**	**221**	**783**	**769**	**772**	**968**	**1016**	**1230**	**1654**	**1394**
UNWEIGHTED SAMPLE SIZE (#)	3276	208	876	490	143	1172	387	932	1361	1435	1841	261	492	769	1731	207	764	779	808	925	1029	1256	1651	1391

Corporate Research Associates Inc., 2003

NOVA SCOTIA TOURISM AND CULTURE

2002 Advertising Evaluation Study

-By Market-

TABLE 4:

Did you take a vacation of at least three days in length and more than 100 miles (160km) from your home in the past six months?

		REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Yes	66	81	66	51	70	73	74	100	100	67	65	62	71	69	64	40	58	69	80	58	67	72	68	63
No	31	18	34	37	30	27	26	0	0	29	33	37	27	29	32	56	38	28	19	39	31	25	30	33
Don't know/Can't recall	3	1	0	12	0	0	0	0	0	4	2	1	2	2	4	4	4	3	1	3	2	3	2	4
WEIGHTED SAMPLE SIZE (#)	**3276**	**158**	**1006**	**823**	**74**	**1121**	**92**	**832**	**1326**	**1447**	**1829**	**271**	**505**	**758**	**1707**	**221**	**783**	**789**	**772**	**960**	**1016**	**1220**	**1684**	**1384**
UNWEIGHTED SAMPLE SIZE (#)	3276	208	876	498	143	1172	387	932	1361	1435	1841	261	492	769	1731	207	764	779	808	925	1029	1256	1651	1391

TABLE 5:

Did you spend any portion of your vacation in Nova Scotia in the past six months?

		REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Yes	39	79	50	22	36	32	35	100	0	36	41	42	38	38	38	34	35	39	43	40	36	40	41	37
No	61	21	50	78	64	68	66	0	100	64	59	58	61	62	62	66	65	64	57	60	64	60	59	63
WEIGHTED SAMPLE SIZE (#)	**2159**	**126**	**669**	**432**	**52**	**621**	**58**	**833**	**1326**	**976**	**1184**	**168**	**369**	**520**	**1097**	**88**	**454**	**544**	**617**	**556**	**677**	**884**	**1136**	**874**
UNWEIGHTED SAMPLE SIZE (#)	2293	166	585	275	103	877	287	932	1361	1029	1264	177	361	546	1195	96	478	568	682	586	720	950	1194	948

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TABLE 6:

What were the principal reasons you chose not to vacation in Nova Scotia this summer?

		REGION						VISITED NS	GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $35K	$35K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Other commitments/Other plans/Decided to go elsewhere	28	31	22	29	33	30	26	28	30	25	24	21	31	29	23	21	28	33	26	27	30	29	27
Takes too long/Not enough time	23	17	22	27	21	23	19	23	23	23	30	34	23	19	35	21	24	25	22	24	23	27	17
Personal (illness, family problems, etc.)	10	6	10	10	10	12	19	10	14	10	9	8	12	10	9	17	13	13	13	14	15	9	21
Plan to vacation at a later time	10	3	9	10	2	12	11	10	11	10	5	10	10	11	6	11	11	11	11	12	8	10	12
Too far to travel	8	8	8	8	0	8	15	8	8	8	9	8	10	8	10	7	7	8	8	6	10	8	9
Didn't work out/Not convenient	6	5	3	7	8	6	5	6	5	6	7	3	7	5	9	5	6	5	4	5	7	4	7
Too expensive	4	9	6	3	4	4	8	4	5	4	17	4	5	3	2	7	6	2	4	7	3	6	3
Already been to Nova Scotia/Lived in Nova Scotia	3	2	2	3	6	3	4	3	3	3	3	2	2	3	1	4	2	3	3	4	3	3	3
Not enough money	3	6	4	2	0	3	5	3	3	3	6	3	2	2	3	3	4	2	2	4	2	3	3
Not enough information	2	4	3	1	2	3	2	2	1	3	0	4	3	2	5	2	3	1	3	3	1	3	1
Poor weather/Too cold	2	0	1	3	4	2	2	2	2	2	0	1	4	2	0	3	2	3	3	1	2	3	2
Didn't go anywhere this summer	2	4	1	4	0	1	2	2	2	1	1	1	1	2	5	3	0	1	2	0	2	1	2
No plans/Not interested	1	0	0	0	0	2	0	1	1	1	0	1	0	1	0	2	1	0	1	2	0	1	1
Too hard to get there	1	0	0	2	2	0	1	1	1	0	0	2	0	1	1	1	0	0	2	0	0	1	1
No attractions/Nothing to do	1	0	1	0	4	0	0	1	1	0	1	0	1	0	0	1	0	1	0	1	0	1	0
Lack of/No accommodations available	1	5	0	0	0	1	0	1	0	1	2	0	1	0	0	0	0	1	0	1	1	1	0
Ordered information for someone else	0	0	1	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	1	0	0	0	1
No particular reason	0	4	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0
Terrorist attacks/September 11	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	3	4	3	3	4	3	5	3	3	4	3	7	1	3	1	5	3	3	3	4	3	3	3
Don't know/No answer	3	3	4	2	4	2	1	3	3	2	2	3	1	3	4	2	3	2	3	3	3	2	4
WEIGHTED SAMPLE SIZE (#)	**1336**	**27**	**356**	**330**	**35**	**550**	**44**	**1336**	**629**	**667**	**97**	**219**	**324**	**577**	**68**	**263**	**300**	**362**	**336**	**453**	**529**	**674**	**663**
UNWEIGHTED SAMPLE SIZE (#)	1361	30	361	304	61	570	166	1361	638	723	93	210	324	715	60	301	341	371	349	435	549	691	577

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TABLE 7:

In what month did you vacation in Nova Scotia, for your most recent vacation?

		REGION						VISITED NS	GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
April 2002	0	2	0	0	0	0	0	0	0	0	1	0	1	0	0	1	0	0	0	0	1	0	0
May 2002	1	0	1	1	3	2	1	1	2	1	0	0	1	2	0	1	1	1	1	1	2	1	2
June 2002	11	6	13	7	15	10	16	11	9	12	10	3	14	11	10	14	10	10	9	11	12	9	13
July 2002	27	27	26	35	27	25	24	27	25	28	31	30	28	25	29	32	24	28	30	26	26	28	23
August 2002	35	33	35	47	25	32	25	35	36	34	35	52	35	28	27	29	37	37	32	33	38	40	26
September 2002	16	10	19	7	20	18	28	16	17	16	15	9	12	21	22	15	17	14	18	15	15	13	22
October 2002	9	15	5	4	10	13	6	9	11	7	7	4	8	12	8	9	9	9	9	12	7	6	13
November 2002	1	8	1	0	0	0	1	1	1	2	1	1	1	1	3	0	2	1	1	3	1	1	1
Don't know/Can't recall	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**833**	**101**	**333**	**92**	**19**	**265**	**24**	**833**	**346**	**487**	**71**	**141**	**196**	**420**	**30**	**161**	**194**	**265**	**220**	**245**	**355**	**462**	**321**
UNWEIGHTED SAMPLE SIZE (#)	932	127	284	71	42	307	101	932	391	541	84	142	222	480	36	177	227	291	237	285	401	503	371

TABLE 7a:

IN TOTAL, how many nights were you away from home, for this most recent vacation that included Nova Scotia?

		REGION						VISITED NS	GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Up to 5	21	62	4	47	39	19	1	21	20	22	32	19	20	20	19	24	23	19	25	21	19	20	23
6 to 7	15	9	11	9	23	24	7	15	14	15	13	12	20	14	5	11	17	14	16	15	14	18	10
8 to 10	19	7	17	19	23	28	17	19	20	19	19	15	25	18	16	15	22	23	18	22	19	21	17
11 to 14	22	11	32	14	7	18	23	22	26	19	23	30	20	21	24	22	19	22	20	19	25	22	21
15 or more	22	11	36	7	9	11	52	22	18	24	13	24	15	26	36	25	18	22	20	23	22	19	27
Don't know/No answer	1	0	1	4	0	1	0	1	1	1	0	1	0	1	1	2	0	0	1	0	1	0	1
WEIGHTED SAMPLE SIZE (#)	**833**	**101**	**333**	**92**	**19**	**265**	**24**	**833**	**346**	**487**	**71**	**141**	**196**	**420**	**30**	**161**	**194**	**265**	**220**	**245**	**355**	**462**	**321**
UNWEIGHTED SAMPLE SIZE (#)	932	127	284	71	42	307	101	932	391	541	84	142	222	480	36	177	227	291	237	285	401	503	371
MEAN	11.6	7.1	14.9	7.5	9.0	9.9	21.7	11.6	11.5	11.7	9.4	11.6	10.3	12.7	13.8	13.1	10.8	11.6	11.0	11.6	11.9	11.0	12.7

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TABLE 8:

In what, if any, other destinations did you vacation in the past six months?

	Wgt Overall	REGION						VISITED NS	GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
New Brunswick	23	25	32	38	8	9	22	23	22	24	25	32	21	21	36	25	20	28	20	26	25	24	23
Prince Edward Island	22	35	29	23	15	9	20	22	21	23	25	35	21	18	37	20	17	26	20	22	25	26	17
Ontario	13	11	23	8	4	3	18	13	12	14	9	11	12	15	14	15	16	12	15	12	13	12	17
Quebec	13	13	14	30	4	6	13	13	15	12	8	16	10	14	7	14	12	14	13	9	15	12	14
New England excl. Maine (NH,VT,MA,RI,CT)	11	8	7	2	13	18	24	11	10	11	3	7	9	14	9	5	11	13	5	10	14	8	15
Other U.S.	9	2	4	6	4	18	38	9	11	8	9	7	8	11	5	4	11	13	6	8	14	8	11
Arizona	9	0	0	83	0	0	1	9	11	8	6	7	14	8	3	15	12	8	16	8	8	10	9
Maine	9	11	6	1	2	14	17	9	9	9	5	4	10	11	6	7	7	9	5	7	13	8	11
Mid-Atlantic (NY, NJ, PA)	6	2	5	2	14	10	18	6	5	7	1	2	8	8	1	5	7	7	2	8	10	6	7
Florida	5	1	3	3	4	9	7	5	6	4	4	1	4	7	0	5	7	6	6	8	4	4	7
Newfoundland & Labrador	5	11	7	1	6	1	10	5	4	5	3	8	4	4	0	6	4	4	5	3	6	4	5
Other Canadian	3	3	3	3	0	3	4	3	1	4	2	4	2	3	0	5	2	3	5	4	1	2	3
Alberta	2	3	1	6	2	0	7	2	2	2	1	1	0	3	0	1	3	2	2	2	2	1	3
British Columbia	2	3	2	0	2	1	7	2	2	1	4	1	2	1	1	1	1	3	1	1	2	2	2
Cape Breton Island	1	1	1	0	0	1	0	1	1	1	2	0	1	1	6	0	0	1	1	1	0	1	1
Las Vegas	1	0	0	0	0	1	1	1	1	0	0	0	1	1	0	0	0	1	0	1	1	1	1
Europe	0	1	0	0	3	1	0	0	0	0	3	0	0	0	2	0	0	1	0	0	1	0	0
Carribean	0	0	0	0	0	1	0	0	1	0	0	1	0	0	0	0	0	0	0	1	0	0	0
Cuba	0	2	0	0	0	0	0	0	0	0	2	0	1	0	0	1	0	0	0	0	0	0	0
Alaska	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	6	0	4	4	11	9	7	6	6	6	4	3	4	8	7	3	8	7	6	5	6	4	8
None	26	23	26	26	43	27	21	26	26	26	30	25	27	25	26	32	26	20	33	28	20	26	24
Don't know/Can't recall	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**833**	**101**	**333**	**92**	**19**	**265**	**24**	**833**	**346**	**487**	**71**	**141**	**196**	**420**	**30**	**161**	**194**	**265**	**220**	**245**	**355**	**462**	**321**
UNWEIGHTED SAMPLE SIZE (#)	932	127	284	71	42	307	101	932	391	541	84	142	222	480	36	177	227	291	237	285	401	503	371

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TABLE 9:

Where did you go for your most recent vacation?

	Wgt Overall	REGION						VISITED NS	GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Quebec	13	5	5	37	2	3	0	12	13	14	14	16	16	11	14	15	19	9	13	14	12	16	11
Other U.S.	13	0	9	2	24	23	36	16	13	12	8	12	12	14	10	8	13	15	9	15	14	12	13
Ontario	8	11	22	4	1	2	2	9	8	9	11	13	10	7	9	11	9	6	11	9	6	9	8
New England excl. Maine (NH,VT,MA,RI,CT)	7	1	1	2	12	16	6	8	8	6	3	8	7	7	4	5	7	10	5	7	9	7	7
Florida	6	0	5	4	6	10	3	5	7	5	4	5	6	7	4	6	6	8	7	7	5	6	7
Mid-Atlantic (NY, NJ, PA)	5	0	4	2	5	9	2	6	5	5	6	3	6	5	5	5	4	6	5	5	5	5	6
Maine	5	2	1	1	20	11	2	7	4	5	1	3	6	5	6	3	6	6	4	4	6	5	5
New Brunswick	5	21	4	9	5	1	0	5	5	5	6	8	5	3	6	6	4	4	6	4	5	6	4
Other Canadian	3	0	4	5	2	1	9	4	3	3	7	4	4	2	2	3	3	5	3	3	4	4	2
Nova Scotia	3	9	5	3	1	2	0	0	4	3	4	3	3	3	2	4	3	2	3	3	3	3	3
Prince Edward Island	3	17	2	4	6	2	1	3	3	3	3	4	2	3	3	3	3	1	3	2	3	2	3
British Columbia	2	5	4	0	0	0	11	3	1	3	0	2	4	2	3	1	1	3	2	2	2	2	2
Europe/Continental Europe	2	2	3	2	1	1	2	2	2	2	2	2	0	3	2	1	1	3	2	1	3	1	2
Newfoundland & Labrador	1	3	1	3	0	0	0	2	2	1	4	0	1	1	2	1	0	1	1	2	1	1	1
Alberta	1	4	1	1	0	0	5	1	1	1	1	1	1	1	3	1	1	2	1	1	1	1	1
Carribean	1	0	2	1	0	0	1	1	1	1	1	1	0	1	1	0	1	1	1	1	1	1	1
Cuba	1	0	1	2	0	0	0	0	1	1	6	0	0	1	1	1	1	0	1	0	1	1	1
United Kingdom/UK	1	0	1	0	0	1	0	1	1	0	0	0	1	1	1	1	1	0	0	1	1	0	1
Las Vegas	1	0	0	0	0	1	1	0	0	1	1	0	0	1	0	1	0	1	1	0	0	0	1
Alaska	1	0	0	1	0	1	1	1	0	1	0	0	1	1	1	0	1	1	1	1	0	0	1
Cape Breton Island	0	2	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
Europe	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Arizona	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	11	6	12	12	6	10	11	9	11	11	8	9	9	13	12	12	9	11	12	11	11	10	13
None	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0
Don't know/Can't recall	7	10	11	7	9	6	4	3	7	8	8	7	6	8	10	9	5	5	9	7	6	7	8
WEIGHTED SAMPLE SIZE (#)	**2439**	**57**	**674**	**731**	**56**	**854**	**68**	**1325**	**1098**	**1341**	**200**	**365**	**562**	**1285**	**190**	**620**	**595**	**506**	**738**	**770**	**864**	**1189**	**1063**
UNWEIGHTED SAMPLE SIZE (#)	2340	81	590	419	101	863	286	1360	1041	1299	177	348	547	1249	170	585	552	516	686	743	854	1145	1020

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TABLE 10:

[Excluding this most recent vacation to Nova Scotia] when, if ever, did you last vacation in Nova Scotia?

		REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
At least six months ago, but less than 12 months ago	6	33	6	5	5	3	3	11	1	8	6	8	5	6	6	5	6	5	6	6	8	5	8	6
At least 1 year ago, but less than 2 years ago	10	30	11	8	22	7	3	15	8	11	9	9	9	9	10	8	10	10	9	10	9	10	9	10
At least 2 years ago, but less than 5 years ago	11	16	14	10	15	9	6	11	10	12	10	8	7	10	13	13	12	10	10	12	11	10	10	13
5 years or longer	22	11	32	20	24	17	23	22	24	22	22	14	19	21	25	25	22	22	20	22	20	24	20	25
Never	51	10	37	56	35	64	65	40	56	49	52	61	58	53	45	49	49	52	54	49	53	51	55	44
Don't know/Can't recall	1	0	0	2	0	0	0	0	0	1	0	0	1	0	0	1	1	0	0	0	0	1	0	1
WEIGHTED SAMPLE SIZE (#)	**3087**	**152**	**936**	**774**	**69**	**1074**	**89**	**833**	**1282**	**1374**	**1723**	**264**	**484**	**727**	**1604**	**202**	**732**	**787**	**744**	**894**	**964**	**1166**	**1678**	**1296**
UNWEIGHTED SAMPLE SIZE (#)	3114	201	817	468	134	1118	376	932	1322	1365	1749	249	470	739	1635	190	717	753	782	869	983	1204	1579	1315

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TABLE 11:

What, specifically, attracted you to Nova Scotia (answer from q#9) for your most recent vacation?

		REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Visit friends and/or family	26	32	36	14	24	24	29	25	29	24	29	23	26	24	28	20	30	25	24	29	26	25	25	27
The scenery/beautiful scenery	19	19	19	14	20	21	23	28	10	20	18	14	17	17	21	17	17	19	20	20	17	19	19	20
Have visited before/Liked the area/Lived there before	12	14	11	10	11	13	20	14	12	12	13	7	9	12	14	17	11	13	12	13	12	11	11	14
Good location/Close to home	12	4	7	21	14	11	6	5	18	10	13	16	17	14	8	5	10	17	12	11	13	12	15	7
Beaches/Ocean/The Coast	11	4	12	10	7	12	11	13	8	11	11	11	14	11	10	10	11	11	10	11	11	11	13	8
Have never been there before	7	3	9	6	6	8	7	0	7	7	7	7	5	6	9	3	9	7	7	5	10	7	6	9
Good attractions/Historic sites	7	6	8	4	6	7	8	7	6	6	7	8	9	6	6	7	6	6	7	8	8	4	7	5
The Cabot Trail/Cape Breton Island	5	3	6	7	5	2	4	10	0	5	4	4	5	4	6	6	5	6	5	5	5	5	5	6
People/friendly/hospitality	4	4	5	4	9	3	6	7	1	5	4	1	2	4	6	5	4	5	4	4	4	4	4	5
Was recommended to me/Read about it	4	0	3	4	5	5	6	6	2	5	3	3	5	2	5	5	3	4	4	5	3	4	3	5
Heritage/Way of life/Cultural experience	3	2	3	3	3	5	3	4	3	3	3	3	5	3	3	2	2	4	4	2	4	4	4	2
Economical/Inexpensive	3	1	2	3	0	5	3	2	5	4	3	4	4	2	3	1	3	4	2	2	4	4	3	4
To attend a festival/event	3	9	3	1	10	3	4	4	2	3	3	4	2	3	3	8	4	3	2	3	3	3	3	4
Wanted to go/Just to see	3	0	3	4	2	2	0	3	2	3	3	3	2	3	3	2	3	2	3	4	1	3	3	3
Nothing in particular	2	3	2	5	2	1	0	3	1	2	2	2	2	4	2	3	3	2	2	3	1	2	3	2
Food/Good food/seafood	2	1	3	1	2	2	2	4	1	2	2	3	3	1	3	3	1	2	2	2	3	2	2	2
Weather/Climate	2	0	1	2	2	3	4	1	3	1	2	1	2	2	2	4	0	2	2	2	2	2	1	3
Outdoor activities (hiking, boating, golf, etc.)	2	1	1	0	2	3	2	1	2	3	1	1	2	3	1	1	1	1	3	1	1	3	2	1
Accommodations/Time share	2	2	1	0	0	3	3	1	3	3	1	0	1	1	3	1	3	1	2	1	2	2	1	3
Relaxing/Atmosphere/Nice vacation spot	2	1	2	0	6	2	3	2	2	1	2	1	2	2	2	3	2	2	2	2	2	2	2	2
Business/Conference	2	3	1	0	3	2	3	1	2	2	2	1	2	2	1	2	1	1	2	1	1	2	1	2
Traveling with someone else	2	1	2	1	0	2	2	2	2	1	2	1	3	1	2	1	1	2	3	2	2	1	2	2
City of Halifax	1	0	1	1	0	1	1	3	0	2	1	3	2	2	1	1	0	1	2	0	1	2	2	1
Camping/Experiencing nature	1	4	0	1	2	1	1	1	1	1	2	1	2	1	1	6	0	2	1	1	1	1	1	1
Wedding/Funeral/Reunion	1	0	2	1	3	0	1	1	1	1	1	2	0	1	1	1	1	2	0	1	2	1	1	1
Passing through	1	0	2	1	0	0	1	1	1	1	1	2	1	1	1	2	1	1	0	1	0	1	1	1
Organized tour/Cruise	1	0	0	0	0	2	1	1	1	1	1	0	1	1	1	0	0	1	1	1	1	1	1	1
Shopping	0	2	0	0	1	0	1	0	0	1	0	0	0	0	0	0	0	1	0	0	1	0	1	0
Close to home/Proximity/Time factor	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	14	17	10	16	11	16	10	12	16	14	14	19	14	14	13	17	12	17	14	13	15	15	13	14
Don't know/No answer	1	1	1	3	0	1	0	1	1	1	1	3	1	1	1	0	3	0	1	1	1	1	1	2
WEIGHTED SAMPLE SIZE (#)	**2568**	**146**	**832**	**553**	**61**	**899**	**77**	**833**	**1282**	**1170**	**1398**	**197**	**398**	**611**	**1346**	**134**	**587**	**626**	**679**	**700**	**797**	**1012**	**1316**	**1078**
UNWEIGHTED SAMPLE SIZE (#)	2675	194	730	344	120	962	325	932	1322	1194	1481	207	401	635	1417	138	595	650	722	717	843	1069	1360	1136

NOVA SCOTIA TOURISM AND CULTURE

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TABLE 12:

Overall, how would you rate Nova Scotia (answer from q#9) as a vacation destination? Would you say it is:

		REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Outstanding	35	32	43	14	41	37	37	43	29	31	37	36	37	30	36	37	28	35	36	29	38	36	36	33
Very good	47	55	40	58	37	47	41	49	46	47	47	47	42	52	46	52	46	46	47	50	45	47	46	49
Good	15	12	14	24	16	13	20	7	21	19	12	16	18	16	14	8	20	17	14	18	15	14	16	14
Only fair	2	1	2	4	4	1	1	0	3	2	2	1	2	2	2	1	2	2	1	2	2	2	1	3
Poor	0	0	1	0	0	1	1	0	1	0	1	0	0	0	1	1	1	0	1	0	1	0	0	1
Very poor	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know/No answer	0	0	1	0	1	0	0	0	1	0	0	0	0	0	1	0	1	0	0	1	0	0	0	1
WEIGHTED SAMPLE SIZE (#)	**2115**	**128**	**657**	**300**	**50**	**612**	**67**	**833**	**1282**	**961**	**1164**	**165**	**353**	**512**	**1074**	**86**	**437**	**537**	**689**	**840**	**666**	**672**	**1119**	**852**
UNWEIGHTED SAMPLE SIZE (#)	2254	166	574	265	101	864	284	932	1322	1011	1243	174	355	540	1173	95	468	562	652	575	710	936	1174	932

Corporate Research Associates Inc., 2003

NOVA SCOTIA TOURISM AND CULTURE

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TABLE 13:

What did you like the most about your recent vacation in Nova Scotia (answer from q#9)?

	Wgt Overall	REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Scenery/Beauty/Sightseeing	39	36	43	36	34	38	47	49	33	37	41	38	31	38	42	27	36	37	41	40	36	40	37	41
The people/The friendliness of the people	22	23	25	21	21	21	21	34	15	20	24	22	21	22	23	17	21	23	25	21	24	22	23	22
Beaches/The ocean/The coast	15	11	16	14	14	16	17	15	16	14	16	17	17	15	14	18	15	15	16	15	15	16	16	15
Attractions/Museums/Historic sites	14	16	12	12	8	16	16	13	14	14	14	9	14	12	15	11	14	18	11	12	16	12	13	15
Food/good food/Restaurants	12	13	14	6	11	13	14	15	10	12	12	9	7	12	14	10	11	12	13	10	13	12	12	13
Peaceful/relaxing/Getting away from home	11	6	10	11	11	12	10	7	13	11	10	11	10	14	9	13	13	10	11	11	10	11	11	10
Quality accommodations/Campgrounds	9	9	9	7	8	9	8	9	8	8	9	6	9	8	9	6	8	8	10	10	7	9	8	9
Seeing friends/relatives	8	6	9	5	16	9	19	4	11	7	10	5	7	7	10	10	11	7	8	9	8	8	7	10
Weather/beautiful weather	8	7	6	9	8	10	12	5	10	10	7	2	6	10	9	13	6	10	9	8	8	8	7	10
Outdoor activities (hiking, boating, golf, etc.)	5	2	4	6	3	7	4	3	6	7	4	5	3	8	5	2	4	6	6	5	4	6	5	5
Specific location	4	2	3	13	4	3	2	6	3	5	4	5	3	3	6	8	5	4	3	5	2	6	3	6
Culture/Atmosphere	3	1	3	5	5	3	1	3	3	1	5	7	3	3	2	5	3	2	3	2	3	3	3	2
Cabot trail/Cape Breton	3	2	3	5	1	2	4	8	0	4	3	2	5	3	3	6	1	4	4	3	4	3	4	3
Festivals/events	3	4	2	1	4	3	4	3	2	3	2	3	1	1	3	2	2	3	1	2	3	2	2	3
Halifax	2	3	3	1	3	2	2	6	0	2	2	2	2	1	3	2	3	3	2	2	2	3	2	3
Economical	2	1	2	1	4	3	2	3	2	2	2	3	3	2	2	6	2	1	2	1	2	3	2	3
Shopping	2	7	3	0	3	1	3	2	2	1	3	3	2	2	2	0	2	3	2	2	3	1	2	2
Variety of things to do/see	2	4	2	1	0	2	1	1	2	1	2	3	3	3	1	0	2	2	2	1	3	2	2	1
Infrastructure/Roads	2	4	2	1	0	2	1	3	1	2	1	2	1	2	2	1	2	1	3	2	2	2	2	2
Location/Accessibility	2	0	2	1	1	1	3	1	2	2	1	1	1	2	1	1	2	1	3	2	2	2	2	2
Nothing in particular	1	3	2	2	3	1	0	1	2	1	1	1	1	2	1	1	2	1	2	2	2	2	2	2
Entertainment/Music	1	1	2	0	1	1	2	1	1	1	1	2	1	1	1	0	2	1	2	2	2	1	2	1
Peggy's Cove	1	0	1	2	4	0	2	3	0	1	1	2	2	0	1	2	1	2	1	2	2	1	1	2
New experience/Never been there	1	0	1	0	0	1	0	0	1	1	1	2	2	0	1	2	1	1	1	2	1	1	1	1
History	1	0	1	0	0	1	3	1	1	1	1	2	1	0	2	4	1	1	1	1	2	0	1	2
Cruise/Ferry	1	1	1	1	0	1	2	1	1	1	1	0	1	1	1	0	1	1	0	1	1	1	1	1
Everything/Liked it	1	2	1	0	0	1	1	1	1	1	1	1	3	0	1	0	1	0	1	1	1	1	1	1
Casino	0	1	0	0	0	1	1	1	1	1	1	0	1	1	1	0	1	1	0	1	1	1	1	1
Clean/Well maintained	5	2	4	10	3	4	12	4	7	6	5	11	5	5	5	2	6	6	4	5	5	5	5	6
Other	1	3	1	1	1	1	1	1	1	1	1	4	2	1	1	0	2	1	0	1	1	1	1	1
Don't know/No answer																								
WEIGHTED SAMPLE SIZE (#)	**2115**	**128**	**657**	**399**	**50**	**812**	**67**	**833**	**1282**	**961**	**1164**	**165**	**353**	**512**	**1074**	**86**	**437**	**537**	**609**	**540**	**665**	**872**	**1119**	**852**
UNWEIGHTED SAMPLE SIZE (#)	2254	166	574	265	101	864	284	932	1322	1011	1243	174	355	540	1173	95	468	562	652	575	710	936	1174	932

NOVA SCOTIA TOURISM AND CULTURE

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-By Market-

TABLE 14:

What did you like the least about your recent vacation in Nova Scotia (answer from q#9)?

	Wgt Overall	REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Unpredictable weather/weather	13	15	12	17	10	13	15	12	14	12	15	14	15	14	13	6	13	15	12	13	15	12	13	14
Travel time/Driving time	11	6	10	8	13	14	9	11	11	12	11	13	12	9	11	5	12	11	14	10	12	11	13	9
Vacation was too short	6	5	6	3	4	8	8	6	7	6	7	7	5	9	5	12	6	8	6	7	6	7	7	5
Crowded/Too busy/Too commercial	4	1	3	3	4	6	6	1	6	2	6	3	5	5	4	8	2	4	5	3	3	6	5	4
Poor/Inferior accommodations	4	6	4	5	3	4	2	5	4	5	4	7	6	5	3	4	5	3	6	4	3	5	5	3
Road conditions	4	7	6	4	5	2	3	7	2	4	4	2	3	4	5	1	4	4	5	4	4	5	4	4
High prices in general	4	4	6	1	1	3	4	2	5	4	4	1	6	6	2	1	4	3	5	4	4	4	5	2
Food/Choice of restaurants limited	2	2	1	4	2	2	4	2	2	2	2	5	2	3	2	0	2	1	4	2	2	3	2	2
Traffic/Transportation	2	4	2	0	9	3	5	1	3	2	2	2	3	1	3	7	2	3	2	4	2	1	2	3
Price of gas	2	3	3	0	4	1	1	4	0	2	1	1	2	2	2	3	2	2	2	2	1	2	1	2
Not a lot to do/Not a lot of attractions	2	0	2	2	0	1	1	1	2	2	1	2	3	1	1	0	1	2	3	1	1	2	2	1
Exchange rate/American dollar	1	0	3	2	0	0	3	0	2	1	1	3	2	1	0	1	1	1	1	1	1	1	1	1
People/Customer service	1	1	1	2	0	1	1	1	2	1	1	3	1	1	0	1	1	1	1	1	1	1	1	1
Mosquitoes/Bugs	1	1	2	0	0	1	1	1	1	1	1	2	1	1	0	1	1	1	1	1	1	1	1	1
Ferry/Ferry ride	1	4	0	0	0	2	1	2	0	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1
Poor road signs/Tourist information	1	1	1	1	1	1	1	2	0	1	1	0	1	1	1	0	1	1	2	1	0	1	1	1
Language barriers	1	1	1	3	1	0	0	1	1	1	1	2	1	1	1	0	1	1	2	1	0	1	1	1
Security at airports/border	1	1	1	0	1	1	1	0	1	1	0	0	0	1	1	1	1	0	1	2	2	0	1	1
Touristy/Commercialism	1	0	0	1	0	1	0	0	1	1	0	0	0	1	1	0	1	0	1	2	2	0	1	1
Price of accommodations	1	2	1	0	0	0	1	1	1	1	0	0	1	1	1	1	1	0	1	1	0	1	1	0
Became ill	0	0	1	0	1	0	1	0	0	0	1	1	2	0	0	0	1	1	0	1	1	0	0	0
High taxes/Tax rate	0	0	0	0	0	1	1	1	0	0	1	0	1	0	0	0	1	1	0	0	1	1	1	0
Dirty/Pollution	0	0	0	0	0	0	1	1	0	0	0	1	1	1	0	0	0	1	0	1	1	0	1	0
Parking	0	1	0	0	0	0	1	0	0	0	0	1	0	0	0	1	0	0	0	0	1	0	1	0
Rest areas	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	7	5	7	9	8	6	12	5	9	7	7	11	7	8	6	11	6	8	8	5	8	8	7	7
Nothing	33	32	30	35	38	34	28	36	30	34	32	27	25	29	38	44	33	33	27	37	31	31	28	39
Don't know/No answer	2	5	2	5	1	2	1	2	3	2	3	4	2	2	2	4	3	3	2	3	2	2	2	2
WEIGHTED SAMPLE SIZE (#)	**2116**	**128**	**657**	**399**	**80**	**812**	**67**	**833**	**1282**	**951**	**1164**	**166**	**363**	**512**	**1074**	**86**	**437**	**537**	**609**	**640**	**665**	**872**	**1119**	**882**
UNWEIGHTED SAMPLE SIZE (#)	2254	166	574	265	101	864	284	932	1322	1011	1243	174	355	540	1173	95	468	562	652	575	710	936	1174	932

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TABLE 14a:

Can you tell me if there were any specific attractions, activities or amenities, in particular, that you thought were missing or would like to have had available to while on your recent vacation to Nova Scotia?

	Wgt Overall	REGION					VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
More/Better restaurants	2	1	3	2	1	2	3	2	2	3	0	5	2	2	2	3	2	4	1	2	3	3	3
Ocean/Countryside/Outdoors	2	0	2	2	0	2	1	3	2	3	2	4	3	1	3	3	2	3	0	3	2	2	2
More/Better accommodations	2	2	3	4	1	1	3	2	2	2	2	2	4	1	2	3	3	2	3	2	2	3	2
Stay open longer/A lot of things were closed	2	2	4	1	1	2	3	1	2	2	1	1	3	2	1	2	3	2	2	3	1	1	3
Outdoor activities (hiking, boating, golf, etc.)	2	3	3	1	3	2	1	2	2	2	2	1	3	2	2	2	2	2	1	2	2	2	2
More information on what is available	2	2	1	3	0	1	1	2	1	2	3	2	1	1	2	3	1	2	1	2	2	1	2
More family attractions (theme parks, etc.)	1	0	1	1	1	1	0	2	1	1	1	4	1	0	1	1	1	2	2	1	1	2	0
More time missed attractions/Didn't have enough time	1	0	2	0	0	1	1	1	1	1	0	0	1	1	2	1	1	1	1	1	1	1	1
More festivals/Events/Activities/Attractions	1	0	1	3	3	1	1	1	1	1	3	2	1	1	0	2	1	1	2	1	1	1	1
Improve signage on the roads	1	0	1	1	0	1	1	1	1	1	0	1	2	1	2	1	0	1	2	0	0	1	0
Road side rest stops	1	2	2	0	0	0	2	0	1	1	1	2	0	1	3	0	1	1	2	0	1	1	1
More/Better historic/Cultural attractions	1	0	0	0	0	1	0	1	0	1	0	1	0	1	3	1	0	0	0	1	0	0	1
Language barrier	0	0	0	2	0	0	1	0	1	0	0	1	0	0	1	1	0	1	1	0	0	1	0
Better/More acces to attractions	0	0	0	1	0	0	0	1	0	1	0	1	0	0	1	1	0	0	1	0	1	0	1
Evening entertainment/Nightlife	0	0	1	1	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0
Better roads	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1
Hygene	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
Public transportation	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
More/Better shopping facilities	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Better weather	0	0	0	0	3	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
Lower prices/Too expensive	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Technology problems (ie cell phone, computer)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Friendly fast service/Attitide	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	2	1	1	2	2	2	2	2	2	2	1	1	3	2	0	3	2	2	3	1	2	2	2
Nothing	78	84	74	77	84	80	78	78	80	76	81	72	76	80	77	74	80	77	75	78	80	78	78
Don't know/No answer	2	1	3	1	0	1	2	2	2	2	1	3	1	2	5	2	2	1	3	3	0	1	3
WEIGHTED SAMPLE SIZE (#)	**2046**	**128**	**656**	**389**	**50**	**812**	**808**	**1238**	**918**	**1128**	**163**	**347**	**501**	**1024**	**83**	**420**	**522**	**592**	**522**	**646**	**841**	**1096**	**810**
UNWEIGHTED SAMPLE SIZE (#)	1963	164	571	263	101	864	826	1137	871	1092	164	333	493	963	82	395	496	581	498	630	807	1077	755

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NOVA SCOTIA TOURISM AND CULTURE

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-By Market-

TABLE 16a:

[AIDED/UNAIDED] Were LIVE MUSIC EVENTS important to your decision to vacation in Nova Scotia (answer from q#9)?

	Wgt Overall	REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Important	33	42	37	30	46	30	30	37	31	33	33	28	31	32	35	43	39	29	33	36	32	33	34	34
Not important	67	58	63	70	54	70	70	63	69	67	67	72	69	68	65	57	61	71	67	64	68	67	66	66
WEIGHTED SAMPLE SIZE (#)	**2116**	**128**	**657**	**399**	**60**	**812**	**67**	**833**	**1282**	**951**	**1164**	**165**	**353**	**512**	**1074**	**86**	**437**	**537**	**609**	**540**	**665**	**872**	**1119**	**852**
UNWEIGHTED SAMPLE SIZE (#)	2254	166	574	265	101	864	284	932	1322	1011	1243	174	355	540	1173	95	468	562	652	575	710	936	1174	932

TABLE 16b:

[AIDED/UNAIDED] Were LIVE THEATRE EVENTS important to your decision to vacation in Nova Scotia (answer from q#9)?

	Wgt Overall	REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Important	28	33	28	23	33	24	23	23	27	28	24	26	19	23	29	27	26	22	26	24	26	27	24	26
Not important	74	67	72	77	67	76	77	77	73	72	76	74	81	77	71	73	74	78	74	76	74	73	76	72
WEIGHTED SAMPLE SIZE (#)	**2116**	**128**	**657**	**399**	**60**	**812**	**67**	**833**	**1282**	**951**	**1164**	**165**	**353**	**512**	**1074**	**86**	**437**	**537**	**609**	**540**	**665**	**872**	**1119**	**852**
UNWEIGHTED SAMPLE SIZE (#)	2254	166	574	265	101	864	284	932	1322	1011	1243	174	355	540	1173	95	468	562	652	575	710	936	1174	932

TABLE 16c:

[AIDED/UNAIDED] Were LIVE SPORTING EVENTS important to your decision to vacation in Nova Scotia (answer from q#9)?

	Wgt Overall	REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Important	11	16	11	9	10	10	12	8	13	12	10	14	16	9	9	8	10	11	12	13	12	9	12	9
Not important	89	84	89	91	90	90	88	92	87	88	90	86	82	91	91	94	90	89	88	87	88	91	88	91
WEIGHTED SAMPLE SIZE (#)	**2116**	**128**	**657**	**399**	**60**	**812**	**67**	**833**	**1282**	**951**	**1164**	**165**	**353**	**512**	**1074**	**86**	**437**	**537**	**609**	**540**	**665**	**872**	**1119**	**852**
UNWEIGHTED SAMPLE SIZE (#)	2254	166	574	265	101	864	284	932	1322	1011	1243	174	355	540	1173	95	468	562	652	575	710	936	1174	932

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TABLE 16d:

[AIDED/UNAIDED] Was RECREATIONAL WALKING important to your decision to vacation in Nova Scotia (answer from q#9)?

		REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT $25K	$25K-$49K	$50K-$74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Important	72	66	70	77	67	75	67	71	72	70	73	72	72	75	70	68	73	71	73	69	70	75	73	70
Not important	28	34	30	23	33	27	33	29	28	30	27	28	28	25	30	32	27	29	27	31	30	25	27	30
WEIGHTED SAMPLE SIZE (#)	**2116**	**126**	**657**	**399**	**99**	**612**	**67**	**833**	**1282**	**951**	**1164**	**168**	**363**	**512**	**1074**	**86**	**437**	**537**	**609**	**540**	**665**	**872**	**1119**	**852**
UNWEIGHTED SAMPLE SIZE (#)	2254	166	574	265	101	864	284	932	1322	1011	1243	174	355	540	1173	95	468	562	652	575	710	936	1174	932

TABLE 16e:

[AIDED/UNAIDED] Was BIRD WATCHING important to your decision to vacation in Nova Scotia (answer from q#9)?

		REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT $25K	$25K-$49K	$50K-$74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Important	23	11	24	35	26	20	19	23	23	23	23	23	21	26	23	37	23	24	22	24	24	23	24	24
Not important	77	89	76	65	74	80	81	77	77	77	77	77	79	74	77	63	77	76	78	76	76	77	76	76
WEIGHTED SAMPLE SIZE (#)	**2116**	**126**	**657**	**399**	**99**	**612**	**67**	**833**	**1282**	**951**	**1164**	**168**	**363**	**512**	**1074**	**86**	**437**	**537**	**609**	**540**	**665**	**872**	**1119**	**852**
UNWEIGHTED SAMPLE SIZE (#)	2254	166	574	265	101	864	284	932	1322	1011	1243	174	355	540	1173	95	468	562	652	575	710	936	1174	932

TABLE 16f:

[AIDED/UNAIDED] Was WHALE WATCHING important to your decision to vacation in Nova Scotia (answer from q#9)?

		REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT $25K	$25K-$49K	$50K-$74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Important	25	19	33	21	15	23	23	36	19	23	27	40	28	27	21	14	21	28	28	28	26	23	29	21
Not important	75	81	67	79	85	77	77	64	81	77	73	60	72	73	79	86	79	72	72	72	74	77	71	79
WEIGHTED SAMPLE SIZE (#)	**2116**	**126**	**657**	**399**	**99**	**612**	**67**	**833**	**1282**	**951**	**1164**	**168**	**363**	**512**	**1074**	**86**	**437**	**537**	**609**	**540**	**665**	**872**	**1119**	**852**
UNWEIGHTED SAMPLE SIZE (#)	2254	166	574	265	101	864	284	932	1322	1011	1243	174	355	540	1173	95	468	562	652	575	710	936	1174	932

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TABLE 16g:

[AIDED/UNAIDED] Was HUNTING FOR FOSSILS important to your decision to vacation in Nova Scotia (answer from q#9)?

	Wgt Overall	REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Important	10	9	11	17	9	5	8	11	9	10	10	13	13	10	8	10	15	8	9	12	8	10	12	7
Not important	90	91	89	83	91	95	92	89	91	90	90	87	87	90	92	90	85	92	91	88	92	90	88	93
WEIGHTED SAMPLE SIZE (#)	**2115**	**126**	**667**	**399**	**80**	**812**	**67**	**833**	**1282**	**981**	**1164**	**166**	**363**	**812**	**1074**	**86**	**437**	**637**	**609**	**840**	**665**	**672**	**1119**	**862**
UNWEIGHTED SAMPLE SIZE (#)	2254	166	574	265	101	864	284	932	1322	1011	1243	174	355	540	1173	95	468	562	652	575	710	936	1174	932

TABLE 16h:

[AIDED/UNAIDED] Was HIKING important to your decision to vacation in Nova Scotia (answer from q#9)?

	Wgt Overall	REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Important	42	34	38	63	39	37	31	41	42	43	41	54	53	48	33	44	40	44	47	35	39	49	48	33
Not important	58	66	62	37	70	63	69	59	58	57	59	46	47	52	67	56	60	56	53	65	61	51	52	67
WEIGHTED SAMPLE SIZE (#)	**2115**	**126**	**667**	**399**	**80**	**812**	**67**	**833**	**1282**	**981**	**1164**	**166**	**363**	**812**	**1074**	**86**	**437**	**637**	**609**	**840**	**665**	**672**	**1119**	**862**
UNWEIGHTED SAMPLE SIZE (#)	2254	166	574	265	101	864	284	932	1322	1011	1243	174	355	540	1173	95	468	562	652	575	710	936	1174	932

TABLE 16i:

[AIDED/UNAIDED] Was BICYCLING important to your decision to vacation in Nova Scotia (answer from q#9)?

	Wgt Overall	REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Important	16	11	11	30	6	15	9	11	19	18	15	23	30	18	9	18	12	17	19	15	16	17	20	10
Not important	84	89	89	70	94	85	91	89	81	82	85	77	70	82	91	82	88	83	81	85	84	83	80	90
WEIGHTED SAMPLE SIZE (#)	**2115**	**126**	**667**	**399**	**80**	**812**	**67**	**833**	**1282**	**981**	**1164**	**166**	**363**	**812**	**1074**	**86**	**437**	**637**	**609**	**840**	**665**	**672**	**1119**	**862**
UNWEIGHTED SAMPLE SIZE (#)	2254	166	574	265	101	864	284	932	1322	1011	1243	174	355	540	1173	95	468	562	652	575	710	936	1174	932

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TABLE 16j:

[AIDED/UNAIDED] Was KAYAKING OR CANOEING important to your decision to vacation in Nova Scotia (answer from q#9)?

	Wgt Overall	REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT $25K	$25K-$49K	$50K-$74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Important	13	9	12	15	9	13	6	9	16	11	14	33	20	12	7	15	18	14	14	10	12	14	17	6
Not important	87	91	88	85	91	87	94	91	85	89	86	67	80	88	93	85	90	86	86	90	88	86	83	94
WEIGHTED SAMPLE SIZE (#)	**2116**	**128**	**687**	**390**	**98**	**813**	**67**	**833**	**1282**	**981**	**1164**	**166**	**363**	**512**	**1074**	**86**	**437**	**537**	**689**	**640**	**666**	**872**	**1119**	**863**
UNWEIGHTED SAMPLE SIZE (#)	2254	186	574	265	101	864	264	932	1322	1011	1243	174	355	540	1173	95	468	562	652	575	710	936	1174	932

TABLE 16k:

[AIDED/UNAIDED] Was GOLFING important to your decision to vacation in Nova Scotia (answer from q#9)?

	Wgt Overall	REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT $25K	$25K-$49K	$50K-$74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Important	13	12	20	9	10	16	13	12	14	13	13	13	14	12	13	5	12	11	17	13	15	12	13	13
Not important	87	88	80	91	89	84	87	88	86	87	87	87	86	88	87	95	88	89	83	87	85	88	87	87
WEIGHTED SAMPLE SIZE (#)	**2116**	**128**	**687**	**389**	**98**	**813**	**67**	**833**	**1282**	**981**	**1164**	**166**	**363**	**512**	**1074**	**86**	**437**	**537**	**689**	**640**	**666**	**872**	**1119**	**863**
UNWEIGHTED SAMPLE SIZE (#)	2254	186	574	265	101	864	264	932	1322	1011	1243	174	355	540	1173	95	468	562	652	575	710	936	1174	932

TABLE 16l:

[AIDED/UNAIDED] Was SIGHTSEEING important to your decision to vacation in Nova Scotia (answer from q#9)?

	Wgt Overall	REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT $25K	$25K-$49K	$50K-$74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Important	88	86	92	80	86	90	92	95	84	88	88	88	85	88	90	83	88	87	88	91	88	87	89	88
Not important	12	14	8	20	14	10	8	5	16	12	12	12	15	12	10	17	12	13	12	9	12	13	11	12
WEIGHTED SAMPLE SIZE (#)	**2116**	**128**	**687**	**390**	**98**	**813**	**67**	**833**	**1282**	**981**	**1164**	**166**	**363**	**512**	**1074**	**86**	**437**	**537**	**689**	**640**	**666**	**872**	**1119**	**863**
UNWEIGHTED SAMPLE SIZE (#)	2254	186	574	265	101	864	264	932	1322	1011	1243	174	355	540	1173	95	468	562	652	575	710	936	1174	932

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TABLE 16m:

[AIDED/UNAIDED] Was SHOPPING important to your decision to vacation in Nova Scotia (answer from q#9)?

	Wgt Overall	REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Important	44	54	44	32	49	48	42	46	43	43	45	45	45	46	43	42	45	42	48	43	47	42	45	44
Not important	56	36	56	68	51	52	58	54	57	57	55	55	55	54	57	58	55	58	52	57	53	58	55	56
WEIGHTED SAMPLE SIZE (#)	**2116**	**120**	**667**	**300**	**80**	**812**	**67**	**833**	**1282**	**981**	**1104**	**105**	**353**	**512**	**1074**	**86**	**437**	**537**	**609**	**640**	**665**	**873**	**1119**	**862**
UNWEIGHTED SAMPLE SIZE (#)	2254	166	574	265	101	864	284	932	1322	1011	1243	174	355	540	1173	95	468	562	652	575	710	936	1174	932

TABLE 16n:

[AIDED/UNAIDED] Was GOING TO A CASINO important to your decision to vacation in Nova Scotia (answer from q#9)?

	Wgt Overall	REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Important	9	16	9	3	9	10	11	9	9	9	9	6	9	8	10	4	9	9	10	12	11	6	9	10
Not important	91	84	91	97	91	90	89	91	92	91	91	94	91	92	90	96	91	91	90	88	89	94	92	90
WEIGHTED SAMPLE SIZE (#)	**2116**	**120**	**667**	**300**	**80**	**812**	**67**	**833**	**1282**	**981**	**1104**	**105**	**353**	**512**	**1074**	**86**	**437**	**537**	**609**	**640**	**665**	**873**	**1119**	**862**
UNWEIGHTED SAMPLE SIZE (#)	2254	166	574	265	101	864	284	932	1322	1011	1243	174	355	540	1173	95	468	562	652	575	710	936	1174	932

TABLE 16o:

[AIDED/UNAIDED] Was URBAN NIGHTLIFE important to your decision to vacation in Nova Scotia (answer from q#9)?

	Wgt Overall	REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Important	16	13	17	20	13	15	10	13	18	20	13	31	18	16	14	14	18	16	18	17	17	19	20	12
Not important	84	87	83	80	87	85	90	87	82	80	87	69	82	84	86	86	82	84	82	83	83	84	80	88
WEIGHTED SAMPLE SIZE (#)	**2116**	**120**	**667**	**300**	**80**	**812**	**67**	**833**	**1282**	**981**	**1104**	**105**	**353**	**512**	**1074**	**86**	**437**	**537**	**609**	**640**	**665**	**873**	**1119**	**862**
UNWEIGHTED SAMPLE SIZE (#)	2254	166	574	265	101	864	284	932	1322	1011	1243	174	355	540	1173	95	468	562	652	575	710	936	1174	932

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TABLE 16p:

[AIDED/UNAIDED] Was VISITING HISTORIC SITES important to your decision to vacation in Nova Scotia (answer from q#9)?

		REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Important	74	72	74	69	74	76	74	84	67	74	74	73	67	74	76	67	72	74	73	72	76	73	73	75
Not important	26	28	26	31	26	24	26	16	33	26	26	27	33	26	24	33	28	26	27	28	24	27	27	25
WEIGHTED SAMPLE SIZE (#)	**2116**	**128**	**667**	**399**	**60**	**812**	**67**	**833**	**1282**	**951**	**1164**	**165**	**353**	**512**	**1074**	**86**	**437**	**537**	**609**	**540**	**665**	**872**	**1119**	**862**
UNWEIGHTED SAMPLE SIZE (#)	2254	166	574	265	101	864	284	932	1322	1011	1243	174	355	540	1173	95	468	562	652	575	710	936	1174	932

TABLE 16q:

[AIDED/UNAIDED] Was VISITING MUSEUMS important to your decision to vacation in Nova Scotia (answer from q#9)?

		REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Important	53	48	53	51	54	54	54	61	47	52	53	55	48	51	55	47	55	54	49	51	56	52	52	53
Not important	47	52	47	49	46	46	46	39	53	48	47	45	52	49	45	53	45	46	51	49	44	48	48	47
WEIGHTED SAMPLE SIZE (#)	**2116**	**128**	**667**	**399**	**60**	**812**	**67**	**833**	**1282**	**951**	**1164**	**165**	**353**	**512**	**1074**	**86**	**437**	**537**	**609**	**540**	**665**	**872**	**1119**	**862**
UNWEIGHTED SAMPLE SIZE (#)	2254	166	574	265	101	864	284	932	1322	1011	1243	174	355	540	1173	95	468	562	652	575	710	936	1174	932

TABLE 16r:

[AIDED/UNAIDED] Was ATTENDING EDUCATIONAL SEMINARS/COURSES important to your decision to vacation in Nova Scotia (answer from q#9)?

		REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Important	7	7	4	3	10	10	12	5	8	9	6	4	8	5	9	6	6	7	7	6	7	8	6	9
Not important	93	93	96	97	90	90	88	95	92	91	94	96	94	95	91	94	94	93	93	94	93	92	94	91
WEIGHTED SAMPLE SIZE (#)	**2116**	**128**	**667**	**399**	**60**	**812**	**67**	**833**	**1282**	**951**	**1164**	**165**	**353**	**512**	**1074**	**86**	**437**	**537**	**609**	**540**	**665**	**872**	**1119**	**862**
UNWEIGHTED SAMPLE SIZE (#)	2254	166	574	265	101	864	284	932	1322	1011	1243	174	355	540	1173	95	468	562	652	575	710	936	1174	932

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TABLE 16s:

[AIDED/UNAIDED] Was ATTENDING FESTIVALS AND EVENTS important to your decision to vacation in Nova Scotia (answer from q#9)?

		REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Important	44	58	46	32	51	45	35	47	41	45	42	42	48	43	43	44	42	46	44	43	46	43	47	40
Not important	56	42	54	68	49	55	65	53	59	55	58	58	52	57	57	56	58	54	56	57	54	57	53	60
WEIGHTED SAMPLE SIZE (#)	**2116**	**128**	**667**	**399**	**80**	**812**	**67**	**833**	**1282**	**951**	**1164**	**166**	**353**	**512**	**1074**	**86**	**437**	**537**	**609**	**540**	**665**	**872**	**1119**	**852**
UNWEIGHTED SAMPLE SIZE (#)	2254	166	574	265	101	864	284	932	1322	1011	1243	174	355	540	1173	95	468	562	652	575	710	936	1174	932

TABLE 16t:

[AIDED/UNAIDED] Was GOING ON VACATION GETAWAYS important to your decision to vacation in Nova Scotia (answer from q#9)?

		REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Important	56	51	59	38	57	63	68	54	58	56	56	56	55	57	56	48	57	54	59	56	61	52	57	55
Not important	44	49	41	62	43	37	32	46	42	44	44	44	45	43	44	52	43	46	41	44	39	48	43	45
WEIGHTED SAMPLE SIZE (#)	**2116**	**128**	**667**	**399**	**80**	**812**	**67**	**833**	**1282**	**951**	**1164**	**166**	**353**	**512**	**1074**	**86**	**437**	**537**	**609**	**540**	**665**	**872**	**1119**	**852**
UNWEIGHTED SAMPLE SIZE (#)	2254	166	574	265	101	864	284	932	1322	1011	1243	174	355	540	1173	95	468	562	652	575	710	936	1174	932

TABLE 16u:

[AIDED/UNAIDED] Was SEEING LOCAL ARTS AND CRAFTS important to your decision to vacation in Nova Scotia (answer from q#9)?

		REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Important	62	59	67	57	62	62	59	66	59	60	64	63	55	62	65	55	58	68	63	63	65	60	62	64
Not important	38	41	33	43	38	38	41	34	41	40	36	37	45	38	35	45	42	32	37	37	35	40	38	36
WEIGHTED SAMPLE SIZE (#)	**2116**	**128**	**667**	**399**	**80**	**812**	**67**	**833**	**1282**	**951**	**1164**	**166**	**353**	**512**	**1074**	**86**	**437**	**537**	**609**	**540**	**665**	**872**	**1119**	**852**
UNWEIGHTED SAMPLE SIZE (#)	2254	166	574	265	101	864	284	932	1322	1011	1243	174	355	540	1173	95	468	562	652	575	710	936	1174	932

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TABLE 16v:

[AIDED/UNAIDED] Was DINING OR SAMPLING MARITIME FOODS important to your decision to vacation in Nova Scotia (answer from q#9)?

		REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Important	69	72	74	59	68	69	68	79	62	70	68	60	66	69	71	67	62	67	73	67	68	71	70	68
Not important	31	28	26	41	32	31	32	21	38	30	32	40	34	31	29	33	38	33	27	33	32	29	30	32
WEIGHTED SAMPLE SIZE (#)	**2115**	**128**	**557**	**399**	**50**	**812**	**67**	**833**	**1282**	**951**	**1164**	**165**	**383**	**512**	**1074**	**86**	**437**	**537**	**609**	**540**	**665**	**872**	**1119**	**852**
UNWEIGHTED SAMPLE SIZE (#)	2254	166	574	265	101	864	284	932	1322	1011	1243	174	355	540	1173	95	468	562	652	575	710	936	1174	932

TABLE 17a:

And during your most recent vacation in Nova Scotia (answer from q#9) , did you: ATTEND A LIVE MUSIC EVENT

		REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Yes	33	36	34	36	36	30	29	33	33	32	33	28	31	31	35	42	36	31	34	30	32	36	34	33
No	67	64	66	63	64	70	71	67	67	67	67	72	68	69	65	58	64	69	66	70	68	64	66	67
Don't know/No answer	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**2115**	**128**	**557**	**399**	**50**	**812**	**67**	**833**	**1282**	**951**	**1164**	**165**	**383**	**512**	**1074**	**86**	**437**	**537**	**609**	**540**	**665**	**872**	**1119**	**852**
UNWEIGHTED SAMPLE SIZE (#)	2254	166	574	265	101	864	284	932	1322	1011	1243	174	355	540	1173	95	468	562	652	575	710	936	1174	932

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TABLE 17b:

And during your most recent vacation in Nova Scotia (answer from q#9) , did you: ATTEND A LIVE THEATRE EVENT

	Wgt Overall	REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Yes	20	19	21	22	23	18	17	15	23	22	18	20	14	16	24	21	19	20	19	19	17	23	17	24
No	80	81	79	78	77	81	82	85	77	78	81	80	86	84	76	79	81	79	81	81	83	77	82	76
Don't know/No answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**2116**	**128**	**657**	**399**	**50**	**812**	**67**	**833**	**1282**	**951**	**1164**	**166**	**353**	**512**	**1074**	**86**	**437**	**537**	**609**	**540**	**665**	**872**	**1119**	**852**
UNWEIGHTED SAMPLE SIZE (#)	2254	166	574	265	101	864	284	932	1322	1011	1243	174	355	540	1173	95	468	562	652	575	710	936	1174	932

TABLE 17c:

And during your most recent vacation in Nova Scotia (answer from q#9) , did you: ATTEND A LIVE SPORTING EVENT

	Wgt Overall	REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Yes	8	6	11	6	4	8	11	6	10	10	7	13	11	8	7	8	8	9	8	10	9	7	8	8
No	91	94	89	94	94	91	89	94	89	90	92	87	89	92	92	92	91	91	91	90	91	93	92	92
Don't know/No answer	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0
WEIGHTED SAMPLE SIZE (#)	**2116**	**128**	**657**	**399**	**50**	**812**	**67**	**833**	**1282**	**951**	**1164**	**166**	**353**	**512**	**1074**	**86**	**437**	**537**	**609**	**540**	**665**	**872**	**1119**	**852**
UNWEIGHTED SAMPLE SIZE (#)	2254	166	574	265	101	864	284	932	1322	1011	1243	174	355	540	1173	95	468	562	652	575	710	936	1174	932

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TABLE 17d:

And during your most recent vacation in Nova Scotia (answer from q#9) , did you: GO RECREATIONAL WALKING

		REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Yes	79	70	78	90	73	77	74	79	79	75	82	81	84	85	74	74	77	80	82	75	77	83	84	73
No	21	30	22	10	27	23	25	21	21	25	18	19	16	15	26	26	23	20	18	25	23	17	16	27
Don't know/No answer	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**2116**	**126**	**667**	**399**	**80**	**812**	**67**	**833**	**1282**	**951**	**1164**	**166**	**363**	**512**	**1074**	**86**	**437**	**537**	**609**	**640**	**666**	**872**	**1119**	**862**
UNWEIGHTED SAMPLE SIZE (#)	2254	166	574	265	101	864	284	932	1322	1011	1243	174	355	540	1173	95	468	562	652	575	710	936	1174	932

TABLE 17e:

And during your most recent vacation in Nova Scotia (answer from q#9) , did you: GO BIRD WATCHING

		REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Yes	20	10	19	32	19	17	21	21	20	22	19	20	19	24	19	32	19	23	18	21	21	20	22	19
No	79	90	81	68	81	83	79	78	80	78	80	80	81	76	81	68	81	77	81	79	79	80	78	81
Don't know/No answer	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**2116**	**126**	**667**	**399**	**80**	**812**	**67**	**833**	**1282**	**951**	**1164**	**166**	**363**	**512**	**1074**	**86**	**437**	**537**	**609**	**640**	**666**	**872**	**1119**	**862**
UNWEIGHTED SAMPLE SIZE (#)	2254	166	574	265	101	864	284	932	1322	1011	1243	174	355	540	1173	95	468	562	652	575	710	936	1174	932

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TABLE 17f:

And during your most recent vacation in Nova Scotia (answer from q#9) , did you: GO WHALE WATCHING

		REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Yes	15	6	19	18	3	11	14	22	10	14	15	22	19	17	11	13	13	15	19	14	16	15	18	10
No	85	94	80	82	97	88	85	78	89	86	84	78	79	83	88	87	87	85	81	85	84	85	81	89
Don't know/No answer	0	0	1	0	0	0	1	0	1	0	1	0	1	0	0	0	0	1	0	1	1	0	0	0
WEIGHTED SAMPLE SIZE (#)	**2115**	**128**	**657**	**399**	**50**	**812**	**67**	**833**	**1282**	**951**	**1164**	**165**	**353**	**512**	**1074**	**86**	**437**	**537**	**609**	**540**	**665**	**872**	**1119**	**852**
UNWEIGHTED SAMPLE SIZE (#)	2254	166	574	265	101	864	284	932	1322	1011	1243	174	355	540	1173	95	468	562	652	575	710	936	1174	932

TABLE 17g:

And during your most recent vacation in Nova Scotia (answer from q#9) , did you: HUNT FOR FOSSILS

		REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Yes	7	5	10	10	5	5	7	9	7	7	8	16	12	6	5	3	12	5	9	9	7	7	9	5
No	92	95	90	90	94	95	92	91	93	92	92	83	88	93	95	97	87	95	91	91	93	93	91	95
Don't know/No answer	0	0	0	1	1	0	1	0	0	0	0	0	0	1	0	0	1	0	0	1	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**2115**	**128**	**657**	**399**	**50**	**812**	**67**	**833**	**1282**	**951**	**1164**	**165**	**353**	**512**	**1074**	**86**	**437**	**537**	**609**	**540**	**665**	**872**	**1119**	**852**
UNWEIGHTED SAMPLE SIZE (#)	2254	166	574	265	101	864	284	932	1322	1011	1243	174	355	540	1173	95	468	562	652	575	710	936	1174	932

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TABLE 17h:

And during your most recent vacation in Nova Scotia (answer from q#9) , did you: GO HIKING

	Wgt Overall	REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Yes	45	38	40	66	34	40	35	44	45	40	44	55	59	50	38	42	40	49	51	38	42	53	51	38
No	55	64	60	32	66	60	65	56	54	54	56	45	41	50	64	56	59	50	49	64	57	47	49	63
Don't know/No answer	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1
WEIGHTED SAMPLE SIZE (#)	**2116**	**126**	**667**	**399**	**59**	**812**	**67**	**833**	**1282**	**951**	**1164**	**166**	**363**	**512**	**1074**	**86**	**437**	**537**	**609**	**540**	**665**	**872**	**1119**	**862**
UNWEIGHTED SAMPLE SIZE (#)	2254	166	574	265	101	864	284	932	1322	1011	1243	174	355	540	1173	95	468	562	652	575	710	936	1174	932

TABLE 17i:

And during your most recent vacation in Nova Scotia (answer from q#9) , did you: GO BICYCLING

	Wgt Overall	REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Yes	15	12	10	31	5	13	9	10	18	17	13	20	27	18	9	18	12	17	18	15	14	16	20	9
No	85	88	90	69	95	87	91	90	81	83	86	80	73	81	91	82	88	82	82	85	85	84	80	91
Don't know/No answer	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**2116**	**126**	**667**	**399**	**59**	**812**	**67**	**833**	**1282**	**951**	**1164**	**166**	**363**	**512**	**1074**	**86**	**437**	**537**	**609**	**540**	**665**	**872**	**1119**	**862**
UNWEIGHTED SAMPLE SIZE (#)	2254	166	574	265	101	864	284	932	1322	1011	1243	174	355	540	1173	95	468	562	652	575	710	936	1174	932

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TABLE 17j:

And during your most recent vacation in Nova Scotia (answer from q#9) , did you: GO KAYAKING OR CANOEING

		REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Yes	9	7	9	13	3	8	3	7	11	8	10	19	17	10	4	11	6	10	12	7	8	12	13	4
No	91	93	91	87	97	92	97	93	89	92	90	81	83	90	96	89	94	90	88	93	92	88	87	96
WEIGHTED SAMPLE SIZE (#)	**2115**	**128**	**667**	**399**	**60**	**812**	**67**	**833**	**1282**	**951**	**1164**	**166**	**363**	**512**	**1074**	**86**	**437**	**537**	**609**	**540**	**665**	**872**	**1119**	**862**
UNWEIGHTED SAMPLE SIZE (#)	2254	166	574	265	101	864	284	932	1322	1011	1243	174	355	540	1173	95	468	562	652	575	710	936	1174	932

TABLE 17k:

And during your most recent vacation in Nova Scotia (answer from q#9) , did you: GO GOLFING

		REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Yes	11	8	16	7	9	9	9	9	11	11	10	11	12	9	10	3	10	9	14	13	10	9	11	11
No	89	92	84	93	91	91	91	91	89	89	90	89	88	91	90	97	90	91	86	87	90	91	89	89
WEIGHTED SAMPLE SIZE (#)	**2115**	**128**	**667**	**399**	**60**	**812**	**67**	**833**	**1282**	**951**	**1164**	**166**	**363**	**512**	**1074**	**86**	**437**	**537**	**609**	**540**	**665**	**872**	**1119**	**862**
UNWEIGHTED SAMPLE SIZE (#)	2254	166	574	265	101	864	284	932	1322	1011	1243	174	355	540	1173	95	468	562	652	575	710	936	1174	932

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TABLE 17l:

And during your most recent vacation in Nova Scotia (answer from q#9) , did you: GO SIGHTSEEING

		REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Yes	88	86	90	83	87	89	89	95	84	86	89	91	87	87	88	83	86	90	88	87	87	90	90	86
No	12	14	10	16	11	11	11	5	16	14	10	9	12	12	12	17	14	9	12	13	13	10	10	14
Don't know/No answer	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**2116**	**128**	**667**	**399**	**50**	**812**	**67**	**833**	**1282**	**951**	**1164**	**166**	**353**	**512**	**1074**	**86**	**437**	**537**	**609**	**540**	**666**	**872**	**1119**	**852**
UNWEIGHTED SAMPLE SIZE (#)	2254	166	574	265	101	864	284	932	1322	1011	1243	174	355	540	1173	95	468	562	652	575	710	936	1174	932

TABLE 17m:

And during your most recent vacation in Nova Scotia (answer from q#9) , did you: GO SHOPPING

		REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Yes	74	80	76	57	79	79	80	79	71	71	76	71	79	75	72	59	71	76	79	73	76	73	75	72
No	26	20	24	43	21	20	20	21	29	29	23	29	20	24	28	41	28	23	21	26	23	27	24	27
Don't know/No answer	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**2116**	**128**	**667**	**399**	**50**	**812**	**67**	**833**	**1282**	**951**	**1164**	**166**	**353**	**512**	**1074**	**86**	**437**	**537**	**609**	**540**	**666**	**872**	**1119**	**852**
UNWEIGHTED SAMPLE SIZE (#)	2254	166	574	265	101	864	284	932	1322	1011	1243	174	355	540	1173	95	468	562	652	575	710	936	1174	932

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TABLE 17n:

And during your most recent vacation in Nova Scotia (answer from q#9) , did you: GO TO A CASINO

	Wgt Overall	REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 64	65+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Yes	13	23	15	7	10	12	18	17	10	12	14	9	11	12	14	11	12	13	13	14	16	10	13	13
No	87	77	84	92	90	88	82	83	89	88	86	91	89	87	85	89	87	86	87	85	84	90	87	86
Don't know/No answer	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	1
WEIGHTED SAMPLE SIZE (#)	**2116**	**126**	**667**	**398**	**80**	**812**	**67**	**833**	**1282**	**981**	**1164**	**166**	**363**	**512**	**1074**	**86**	**437**	**537**	**689**	**540**	**686**	**872**	**1119**	**662**
UNWEIGHTED SAMPLE SIZE (#)	2254	166	574	265	101	864	284	932	1322	1011	1243	174	355	540	1173	95	468	562	652	575	710	936	1174	932

TABLE 17o:

And during your most recent vacation in Nova Scotia (answer from q#9) , did you: GO TO A DANCE CLUB OR BAR

	Wgt Overall	REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 64	65+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Yes	23	21	26	22	20	23	21	22	25	30	18	37	26	25	20	17	23	24	27	24	24	22	27	19
No	76	79	74	77	80	77	79	78	75	70	82	63	74	75	80	83	76	76	73	75	75	77	72	81
Don't know/No answer	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**2116**	**126**	**667**	**398**	**80**	**812**	**67**	**833**	**1282**	**981**	**1164**	**166**	**363**	**512**	**1074**	**86**	**437**	**537**	**689**	**540**	**686**	**872**	**1119**	**662**
UNWEIGHTED SAMPLE SIZE (#)	2254	166	574	265	101	864	284	932	1322	1011	1243	174	355	540	1173	95	468	562	652	575	710	936	1174	932

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TABLE 17p:

And during your most recent vacation in Nova Scotia (answer from q#9) , did you: VISIT A HISTORIC SITE

		REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Yes	75	71	77	71	73	76	80	85	68	75	75	76	75	75	75	59	73	77	75	72	76	77	75	73
No	25	29	23	28	27	24	20	15	31	25	25	24	24	24	25	41	26	23	25	28	24	23	24	27
Don't know/No answer	0	0	0	1	0	0	0	0	0	0	0	0	1	1	0	0	1	0	0	1	0	0	1	0
WEIGHTED SAMPLE SIZE (#)	**2116**	**128**	**667**	**390**	**80**	**812**	**67**	**833**	**1282**	**951**	**1164**	**165**	**353**	**512**	**1074**	**86**	**437**	**537**	**609**	**540**	**666**	**872**	**1119**	**862**
UNWEIGHTED SAMPLE SIZE (#)	2254	166	574	265	101	864	284	932	1322	1011	1243	174	355	540	1173	95	468	562	652	575	710	936	1174	932

TABLE 17q:

And during your most recent vacation in Nova Scotia (answer from q#9) , did you: VISIT A MUSEUM

		REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Yes	56	50	56	56	53	57	62	64	51	57	55	61	51	56	57	48	54	59	56	49	58	59	55	57
No	44	50	44	44	47	43	38	36	49	43	44	39	47	44	43	52	45	41	44	50	42	41	45	43
Don't know/No answer	0	0	1	0	0	0	0	1	0	0	1	0	2	0	0	0	0	0	0	1	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**2116**	**128**	**667**	**390**	**80**	**812**	**67**	**833**	**1282**	**951**	**1164**	**165**	**353**	**512**	**1074**	**86**	**437**	**537**	**609**	**540**	**666**	**872**	**1119**	**862**
UNWEIGHTED SAMPLE SIZE (#)	2254	166	574	265	101	864	284	932	1322	1011	1243	174	355	540	1173	95	468	562	652	575	710	936	1174	932

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TABLE 17r:

And during your most recent vacation in Nova Scotia (answer from q#9) , did you: ATTEND AN EDUCATIONAL SEMINAR/COURSE

		REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT $25K	$25K-$49K	$50K-$74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Yes	6	8	4	3	9	8	10	4	7	7	5	4	6	5	6	3	5	5	7	6	5	6	5	7
No	94	92	96	97	91	92	90	96	93	93	95	96	93	95	94	97	95	95	93	94	95	94	95	93
Don't know/No answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**2115**	**128**	**667**	**399**	**80**	**812**	**67**	**833**	**1282**	**981**	**1164**	**166**	**383**	**812**	**1074**	**86**	**437**	**537**	**609**	**840**	**666**	**672**	**1119**	**882**
UNWEIGHTED SAMPLE SIZE (#)	2254	166	574	265	101	864	284	932	1322	1011	1243	174	355	540	1173	95	468	562	652	575	710	936	1174	932

TABLE 17s:

And during your most recent vacation in Nova Scotia (answer from q#9) , did you: ATTEND ANY FESTIVALS AND EVENTS

		REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT $25K	$25K-$49K	$50K-$74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Yes	35	38	36	35	31	35	34	37	35	38	33	36	42	41	31	35	34	38	40	28	40	37	41	30
No	64	61	63	65	62	65	66	63	65	61	66	64	58	59	69	62	66	62	59	71	60	63	59	70
Don't know/No answer	0	1	1	0	0	0	0	0	0	0	0	1	0	0	0	3	1	0	0	1	0	0	0	1
WEIGHTED SAMPLE SIZE (#)	**2115**	**128**	**667**	**399**	**80**	**812**	**67**	**833**	**1282**	**981**	**1164**	**166**	**383**	**812**	**1074**	**86**	**437**	**537**	**609**	**840**	**666**	**672**	**1119**	**882**
UNWEIGHTED SAMPLE SIZE (#)	2254	166	574	265	101	864	284	932	1322	1011	1243	174	355	540	1173	95	468	562	652	575	710	936	1174	932

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TABLE 17t:

And during your most recent vacation in Nova Scotia (answer from q#9) , did you: GO ON VACATION GETAWAYS

	Wgt Overall	REGION						VISITED NB		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Yes	35	29	35	27	31	40	38	33	39	35	35	35	40	39	31	31	32	40	39	31	36	37	39	30
No	61	70	61	67	66	57	58	64	59	61	61	61	57	58	64	65	63	58	59	65	60	60	58	65
Don't know/No answer	4	1	4	5	3	4	5	3	4	4	4	4	4	3	5	3	4	3	4	4	4	3	3	5
WEIGHTED SAMPLE SIZE (#)	2116	128	667	360	80	612	67	833	1283	981	1164	165	353	512	1074	88	437	527	699	840	666	673	1119	863
UNWEIGHTED SAMPLE SIZE (#)	2254	186	574	265	101	864	284	932	1322	1011	1243	174	355	540	1173	95	468	562	852	575	710	936	1174	932

TABLE 17u:

And during your most recent vacation in Nova Scotia (answer from q#9) , did you: SEE LOCAL ARTS AND CRAFTS

	Wgt Overall	REGION						VISITED NB		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Yes	74	72	81	66	70	73	77	82	69	71	76	73	72	74	74	68	71	77	76	69	77	76	76	72
No	26	28	19	34	27	27	23	18	31	29	24	27	27	26	26	32	29	23	25	31	23	25	25	27
Don't know/No answer	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	2116	128	667	360	80	612	67	833	1283	981	1164	165	353	512	1074	88	437	527	699	840	666	673	1119	863
UNWEIGHTED SAMPLE SIZE (#)	2254	186	574	265	101	864	284	932	1322	1011	1243	174	355	540	1173	95	468	562	852	575	710	936	1174	932

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TABLE 17v:

And during your most recent vacation in Nova Scotia (answer from q#9) , did you: DINE OR EAT FOODS UNIQUE TO THE MARITIMES (answer from Q#9)

		REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $35K	$35K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Yes	82	81	84	70	86	86	82	89	77	82	82	80	78	83	83	78	74	82	86	78	82	84	84	81
No	18	18	15	30	14	14	18	10	23	17	18	20	21	17	17	22	26	17	13	21	17	16	16	19
Don't know/No answer	0	1	0	1	0	0	0	0	0	1	0	0	0	1	0	0	0	1	0	1	0	0	1	0
WEIGHTED SAMPLE SIZE (#)	2115	128	667	399	80	812	67	833	1282	961	1154	166	363	512	1074	86	437	537	609	540	666	872	1119	882
UNWEIGHTED SAMPLE SIZE (#)	2254	166	574	285	101	864	284	932	1322	1011	1243	174	355	540	1173	95	468	562	652	575	710	936	1174	932

TABLE 18a:

Would you say that ATTENDING A LIVE MUSIC EVENT in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

		REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $35K	$35K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Exceeded your expectations	28	23	29	6	42	35	28	28	28	27	29	29	31	23	30	24	23	23	33	26	30	27	28	34
Met your expectations	65	71	63	83	50	57	61	65	65	66	66	66	66	71	62	69	66	70	64	67	65	68	65	63
Did not meet your expectations	4	0	2	8	2	4	7	3	5	5	3	4	1	3	5	0	9	1	5	3	3	5	3	1
Nothing to compare with	1	0	1	0	3	1	0	0	1	1	1	0	0	1	2	0	0	1	1	1	0	2	1	1
Don't know/No answer	4	7	5	2	2	2	4	6	2	3	4	0	1	2	5	10	2	4	1	5	6	1	3	1
WEIGHTED SAMPLE SIZE (#)	692	66	224	142	18	243	19	275	417	308	384	46	111	161	373	36	157	168	287	160	201	300	382	277
UNWEIGHTED SAMPLE SIZE (#)	742	56	210	81	35	279	81	323	419	334	408	54	114	174	387	34	154	160	239	168	224	340	405	288

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TABLE 18b:

Would you say that ATTENDING A LIVE THEATRE EVENT in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

		REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Exceeded your expectations	31	49	36	17	28	31	31	29	31	26	34	49	48	21	28	36	30	30	29	25	37	30	34	27
Met your expectations	63	51	61	77	67	58	61	64	63	66	60	51	51	74	64	44	65	67	67	67	52	67	62	67
Did not meet your expectations	3	0	2	4	5	5	6	4	3	4	2	0	0	3	5	0	1	2	3	4	6	2	2	3
Nothing to compare with	0	0	1	0	0	0	0	0	0	1	0	0	0	1	0	2	1	0	0	1	0	0	0	0
Don't know/No answer	2	0	0	2	0	5	2	2	2	1	3	0	1	1	3	18	3	1	1	3	5	1	1	3
WEIGHTED SAMPLE SIZE (#)	**418**	**24**	**136**	**88**	**12**	**147**	**12**	**127**	**292**	**205**	**214**	**34**	**48**	**81**	**256**	**18**	**81**	**109**	**116**	**102**	**111**	**200**	**196**	**200**
UNWEIGHTED SAMPLE SIZE (#)	452	28	132	53	22	168	49	156	296	214	238	34	52	93	271	16	92	108	136	109	129	206	219	209

TABLE 18c:

Would you say that ATTENDING A LIVE SPORTING EVENT in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

		REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Exceeded your expectations	22	35	17	15	0	28	27	23	22	20	24	50	18	28	14	50	14	22	20	13	19	33	25	15
Met your expectations	68	62	71	71	100	65	60	72	67	69	67	48	79	67	69	50	68	77	65	79	67	61	70	68
Did not meet your expectations	5	0	5	14	0	2	7	0	7	9	1	0	2	3	9	0	15	1	5	5	9	2	2	10
Nothing to compare with	0	0	0	0	0	0	7	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1
Don't know/No answer	5	3	7	0	0	5	0	5	5	3	7	2	1	3	8	0	3	0	10	3	5	4	3	6
WEIGHTED SAMPLE SIZE (#)	**180**	**8**	**69**	**26**	**2**	**68**	**7**	**47**	**133**	**93**	**87**	**21**	**26**	**39**	**80**	**7**	**37**	**50**	**48**	**51**	**57**	**61**	**93**	**66**
UNWEIGHTED SAMPLE SIZE (#)	203	11	58	19	4	81	30	47	156	102	101	23	37	48	93	7	34	58	58	57	66	72	103	83

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TABLE 18d:

Would you say that RECREATIONAL WALKING in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

		REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Exceeded your expectations	18	19	22	9	28	19	19	18	18	17	19	31	18	21	14	27	14	19	17	17	19	18	19	16
Met your expectations	77	80	72	85	69	77	78	77	77	79	76	66	76	77	80	64	80	78	78	76	77	77	77	78
Did not meet your expectations	3	1	3	5	2	1	2	2	3	2	3	2	6	1	2	2	4	2	3	4	2	2	3	2
Nothing to compare with	1	0	1	0	2	0	0	1	1	1	1	0	0	0	1	0	1	0	0	1	1	0	0	1
Don't know/No answer	2	0	2	1	0	3	0	2	1	1	2	1	0	1	3	7	1	1	1	3	1	1	1	3
WEIGHTED SAMPLE SIZE (#)	**1672**	**90**	**614**	**388**	**37**	**623**	**80**	**659**	**1013**	**715**	**957**	**134**	**298**	**437**	**793**	**63**	**339**	**431**	**498**	**406**	**613**	**724**	**939**	**620**
UNWEIGHTED SAMPLE SIZE (#)	1751	116	447	235	75	667	211	741	1010	752	999	137	298	452	855	71	358	442	520	423	544	760	962	667

TABLE 18e:

Would you say that BIRD WATCHING in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

		REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Exceeded your expectations	20	23	19	15	19	24	24	22	18	23	17	22	15	27	17	25	21	13	20	21	18	21	19	20
Met your expectations	64	77	63	71	67	58	63	61	67	60	69	74	74	64	60	50	65	76	70	58	70	65	72	54
Did not meet your expectations	13	0	11	11	14	17	8	12	13	15	10	3	8	9	18	24	10	10	7	17	9	11	8	22
Nothing to compare with	2	0	6	2	0	0	2	3	2	1	3	0	0	0	4	0	4	0	2	3	2	1	1	3
Don't know/No answer	1	0	1	1	0	1	3	2	0	1	1	1	2	0	1	0	0	1	1	1	0	1	1	1
WEIGHTED SAMPLE SIZE (#)	**431**	**13**	**126**	**129**	**9**	**139**	**14**	**178**	**253**	**205**	**226**	**33**	**67**	**126**	**203**	**27**	**81**	**121**	**112**	**112**	**137**	**175**	**246**	**169**
UNWEIGHTED SAMPLE SIZE (#)	445	20	108	81	19	158	59	195	250	200	245	32	64	118	228	24	83	124	124	107	134	200	240	179

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TABLE 18f:

Would you say that WHALE WATCHING in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	Wgt Overall	REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Exceeded your expectations	37	59	40	23	0	44	30	35	40	35	38	43	36	32	40	27	34	36	38	28	39	42	39	33
Met your expectations	46	41	43	60	64	38	50	45	48	49	43	47	49	59	41	59	49	42	50	61	43	38	50	38
Did not meet your expectations	15	0	16	13	36	16	17	18	11	14	16	10	15	15	17	14	13	19	12	11	16	18	9	27
Nothing to compare with	1	0	1	3	0	0	0	2	0	0	2	0	0	3	1	0	2	3	0	0	1	2	1	1
Don't know/No answer	1	0	0	1	0	1	2	0	1	1	0	0	0	1	1	0	1	0	1	1	1	0	1	1
WEIGHTED SAMPLE SIZE (#)	**310**	**8**	**126**	**73**	**2**	**93**	**9**	**182**	**129**	**132**	**179**	**36**	**68**	**86**	**120**	**11**	**88**	**80**	**113**	**77**	**103**	**127**	**206**	**87**
UNWEIGHTED SAMPLE SIZE (#)	317	14	111	56	3	93	40	199	118	145	172	38	59	80	140	14	56	73	113	79	95	140	200	100

TABLE 18g:

Would you say that HUNTING FOR FOSSILS in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	Wgt Overall	REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Exceeded your expectations	11	33	11	1	49	13	20	13	9	10	12	19	15	2	10	0	14	7	10	9	17	9	8	16
Met your expectations	64	45	70	62	27	45	60	65	63	62	67	58	74	74	54	94	51	72	70	70	48	70	70	51
Did not meet your expectations	18	4	17	8	24	34	20	16	20	18	18	7	11	21	30	0	28	16	16	21	19	17	16	25
Nothing to compare with	1	0	1	0	0	5	0	3	0	1	2	2	0	3	2	6	0	5	1	0	2	2	1	1
Don't know/No answer	5	17	2	9	0	3	0	2	7	9	1	16	0	0	5	0	7	0	2	0	14	2	5	7
WEIGHTED SAMPLE SIZE (#)	**158**	**7**	**66**	**39**	**3**	**40**	**5**	**73**	**86**	**71**	**87**	**27**	**42**	**31**	**55**	**3**	**51**	**26**	**56**	**47**	**48**	**62**	**101**	**44**
UNWEIGHTED SAMPLE SIZE (#)	159	8	53	24	6	48	20	85	74	71	88	19	36	33	70	4	42	31	54	40	50	67	85	59

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TABLE 18h:

Would you say that HIKING in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	Wgt Overall	REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Exceeded your expectations	23	23	29	17	23	23	29	26	21	19	27	37	28	26	15	38	20	23	22	19	24	24	24	18
Met your expectations	72	76	66	77	73	72	69	73	71	77	66	61	68	70	78	46	75	72	74	74	70	72	74	74
Did not meet your expectations	2	1	2	4	4	2	2	1	4	3	2	2	2	3	3	7	2	3	3	4	1	2	2	4
Nothing to compare with	1	0	1	0	0	1	0	0	1	1	1	0	1	0	1	0	0	1	0	1	1	1	1	1
Don't know/No answer	2	0	1	3	0	2	0	1	2	1	2	0	1	1	3	9	3	1	1	2	3	1	1	4
WEIGHTED SAMPLE SIZE (#)	**945**	**46**	**266**	**266**	**17**	**328**	**23**	**366**	**579**	**438**	**507**	**91**	**207**	**256**	**386**	**36**	**176**	**265**	**311**	**193**	**282**	**461**	**559**	**306**
UNWEIGHTED SAMPLE SIZE (#)	937	57	232	174	35	340	99	384	543	440	497	80	203	253	386	36	164	257	315	187	281	460	565	305

TABLE 18i:

Would you say that BICYCLING in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	Wgt Overall	REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Exceeded your expectations	11	6	14	4	26	19	8	11	12	11	12	4	16	12	8	27	7	15	10	18	5	12	12	13
Met your expectations	81	77	79	86	70	76	88	81	81	79	83	84	80	79	84	69	84	76	83	78	87	78	79	83
Did not meet your expectations	6	9	6	8	0	2	4	6	5	6	5	8	4	9	3	4	6	8	6	3	7	7	8	1
Nothing to compare with	0	0	0	1	0	0	0	0	0	1	0	0	0	0	1	0	0	1	0	1	0	0	1	0
Don't know/No answer	2	8	0	0	2	3	0	2	1	2	1	4	0	0	4	0	2	0	1	0	1	3	1	3
WEIGHTED SAMPLE SIZE (#)	**310**	**16**	**63**	**128**	**3**	**108**	**6**	**84**	**238**	**163**	**156**	**32**	**94**	**94**	**88**	**16**	**60**	**94**	**112**	**80**	**96**	**140**	**224**	**78**
UNWEIGHTED SAMPLE SIZE (#)	301	18	59	74	6	116	26	91	210	152	149	31	93	81	92	15	43	83	108	67	88	142	206	77

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TABLE 18j:

Would you say that KAYAKING OR CANOEING in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

		REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Exceeded your expectations	35	39	34	26	0	42	33	40	33	38	32	46	34	36	28	60	15	32	40	41	30	36	38	18
Met your expectations	59	48	63	61	100	54	56	57	60	60	58	54	45	62	70	40	70	61	57	50	64	58	56	77
Did not meet your expectations	4	1	2	8	0	2	11	0	5	1	5	0	11	0	2	0	12	2	3	7	1	4	3	4
Nothing to compare with	1	12	1	0	0	0	0	2	0	0	1	0	3	0	0	0	0	1	0	0	0	2	1	1
Don't know/No answer	2	0	0	5	0	2	0	1	2	0	3	0	4	1	1	0	3	4	0	1	5	1	2	0
WEIGHTED SAMPLE SIZE (#)	**193**	**9**	**61**	**51**	**2**	**68**	**2**	**64**	**128**	**79**	**114**	**32**	**59**	**62**	**47**	**9**	**27**	**55**	**71**	**36**	**53**	**101**	**145**	**32**
UNWEIGHTED SAMPLE SIZE (#)	217	13	64	33	4	94	9	73	144	94	123	34	67	60	55	12	29	60	84	41	60	115	153	43

TABLE 18k:

Would you say that GOLFING in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

		REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Exceeded your expectations	34	40	39	12	33	35	23	26	38	41	28	52	61	29	24	67	14	25	47	23	35	43	44	22
Met your expectations	57	57	49	77	58	59	73	66	52	56	57	46	29	65	67	33	73	73	45	66	55	53	47	70
Did not meet your expectations	7	0	8	11	9	6	4	6	8	2	12	3	8	7	8	0	11	2	7	10	9	3	8	7
Nothing to compare with	1	0	3	0	0	0	0	1	2	0	3	0	1	0	0	0	0	0	1	0	0	1	3	0
Don't know/No answer	1	2	1	0	0	0	0	1	0	1	1	0	1	0	1	0	2	0	0	1	1	1	0	1
WEIGHTED SAMPLE SIZE (#)	**222**	**10**	**104**	**36**	**4**	**71**	**6**	**79**	**143**	**103**	**119**	**19**	**44**	**47**	**109**	**3**	**42**	**48**	**84**	**68**	**69**	**81**	**120**	**94**
UNWEIGHTED SAMPLE SIZE (#)	235	17	92	20	9	71	26	92	143	109	126	23	45	48	116	4	39	51	88	74	67	91	124	100

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TABLE 18l:

Would you say that SIGHTSEEING in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

		REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Exceeded your expectations	38	35	45	19	44	41	37	42	34	35	40	45	37	38	36	41	34	38	41	34	41	38	38	36
Met your expectations	59	64	52	77	53	55	60	55	61	62	56	53	58	57	60	57	62	60	54	62	55	58	58	61
Did not meet your expectations	3	1	3	3	1	4	3	2	4	3	3	2	5	4	3	1	3	2	4	3	3	3	4	2
Nothing to compare with	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0
Don't know/No answer	1	0	1	0	0	1	1	1	0	0	1	0	1	0	1	0	0	0	1	1	1	0	0	1
WEIGHTED SAMPLE SIZE (#)	**1859**	**110**	**592**	**333**	**44**	**721**	**60**	**788**	**1071**	**821**	**1039**	**150**	**309**	**448**	**943**	**71**	**374**	**481**	**537**	**468**	**577**	**783**	**1902**	**729**
UNWEIGHTED SAMPLE SIZE (#)	1991	146	515	218	89	771	252	888	1103	883	1108	162	313	474	1033	77	407	502	579	500	615	849	1052	808

TABLE 18m:

Would you say that SHOPPING in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

		REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Exceeded your expectations	13	11	16	4	27	15	11	11	15	11	15	14	12	16	13	17	11	15	15	14	14	13	13	13
Met your expectations	76	83	73	81	63	75	75	80	73	76	75	79	76	72	76	72	80	75	76	72	77	77	77	74
Did not meet your expectations	8	5	7	12	7	7	12	6	9	9	7	6	8	9	7	4	8	7	8	10	8	7	8	7
Nothing to compare with	1	0	2	0	0	1	1	0	1	1	1	0	0	1	1	0	0	1	0	1	0	1	1	2
Don't know/No answer	2	1	2	3	3	2	1	2	2	3	2	1	2	2	3	7	1	2	1	3	2	2	1	4
WEIGHTED SAMPLE SIZE (#)	**1567**	**103**	**500**	**227**	**40**	**645**	**54**	**657**	**911**	**679**	**888**	**117**	**280**	**385**	**777**	**60**	**311**	**410**	**484**	**394**	**509**	**634**	**842**	**617**
UNWEIGHTED SAMPLE SIZE (#)	1758	135	451	157	83	705	227	757	1001	771	987	134	289	426	900	65	361	440	529	444	573	713	936	704

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TABLE 18n:

Would you say that GOING TO A CASINO in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	Wgt Overall	REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Exceeded your expectations	13	24	14	2	13	12	10	10	15	12	13	17	8	18	11	50	6	12	16	14	6	19	16	8
Met your expectations	63	68	67	71	52	54	74	70	56	68	60	63	67	64	62	14	73	53	61	60	67	62	60	69
Did not meet your expectations	17	4	16	20	35	20	10	10	24	17	17	15	21	15	17	0	18	25	14	20	19	12	18	14
Nothing to compare with	2	4	0	0	0	4	2	3	1	1	3	2	0	3	2	3	2	1	4	6	4	1	2	2
Don't know/No answer	5	0	2	7	0	10	4	6	4	3	7	3	4	0	8	34	2	9	4	6	5	6	4	8
WEIGHTED SAMPLE SIZE (#)	**271**	**29**	**101**	**29**	**6**	**94**	**12**	**138**	**132**	**110**	**161**	**15**	**38**	**63**	**154**	**9**	**54**	**72**	**82**	**76**	**107**	**87**	**146**	**116**
UNWEIGHTED SAMPLE SIZE (#)	311	31	90	23	9	108	50	158	153	133	178	23	35	68	184	12	67	75	90	103	102	103	161	142

TABLE 18o:

Would you say that GOING TO A DANCE CLUB OR BAR in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	Wgt Overall	REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Exceeded your expectations	14	19	19	3	13	15	5	13	15	14	15	11	18	14	14	5	9	14	16	17	14	13	16	11
Met your expectations	71	79	68	71	75	70	82	77	67	70	72	69	71	77	67	95	72	72	73	69	67	74	72	68
Did not meet your expectations	10	2	6	24	0	8	10	4	12	8	11	20	10	5	9	0	15	13	5	9	11	9	9	10
Nothing to compare with	1	0	1	0	6	1	0	0	1	1	0	0	1	1	1	0	0	1	1	0	0	2	1	0
Don't know/No answer	5	0	7	1	6	6	3	5	5	7	2	0	0	2	10	0	4	1	6	5	8	2	2	10
WEIGHTED SAMPLE SIZE (#)	**496**	**27**	**170**	**88**	**10**	**188**	**14**	**181**	**315**	**285**	**211**	**62**	**92**	**138**	**213**	**14**	**102**	**130**	**166**	**132**	**163**	**195**	**307**	**161**
UNWEIGHTED SAMPLE SIZE (#)	537	40	158	57	17	205	60	207	330	299	238	68	98	140	230	16	103	140	189	131	185	215	332	180

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TABLE 18p:

Would you say that VISITING HISTORIC SITES in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	Wgt Overall	REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Exceeded your expectations	33	37	33	40	40	28	32	36	30	32	33	41	31	32	32	53	29	38	31	36	33	31	34	31
Met your expectations	61	62	61	51	58	65	63	60	61	60	61	53	66	59	61	43	63	57	63	59	62	60	60	62
Did not meet your expectations	4	1	4	4	0	5	3	2	6	5	4	3	3	5	4	2	5	5	4	2	3	6	4	4
Nothing to compare with	1	0	1	1	2	0	1	0	1	1	0	0	0	0	1	2	0	0	0	0	1	1	1	1
Don't know/No answer	2	0	1	3	0	2	1	1	2	2	2	3	0	4	1	0	3	3	2	2	2	2	1	3
WEIGHTED SAMPLE SIZE (#)	**1684**	**90**	**507**	**283**	**37**	**614**	**54**	**710**	**974**	**711**	**973**	**125**	**266**	**386**	**800**	**61**	**320**	**415**	**468**	**390**	**507**	**668**	**844**	**822**
UNWEIGHTED SAMPLE SIZE (#)	1693	114	438	184	74	656	227	796	897	757	936	125	267	407	886	58	347	432	492	412	531	731	888	689

TABLE 18q:

Would you say that VISITING MUSEUMS in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	Wgt Overall	REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Exceeded your expectations	25	27	29	12	26	28	27	29	22	24	26	27	29	21	25	28	23	24	26	24	21	29	27	22
Met your expectations	70	70	65	85	74	67	67	69	71	71	70	70	68	74	69	58	70	72	72	71	73	68	69	72
Did not meet your expectations	3	0	4	2	0	4	4	1	5	3	3	1	3	4	3	5	6	3	2	4	4	2	3	3
Nothing to compare with	0	0	1	0	0	0	1	0	0	0	0	0	0	1	0	1	1	1	0	0	0	0	0	0
Don't know/No answer	1	2	1	1	0	1	1	1	1	1	1	1	0	0	2	8	1	0	0	0	2	1	0	2
WEIGHTED SAMPLE SIZE (#)	**1183**	**64**	**366**	**226**	**26**	**462**	**41**	**831**	**662**	**839**	**646**	**100**	**180**	**288**	**609**	**43**	**238**	**318**	**338**	**265**	**367**	**514**	**617**	**483**
UNWEIGHTED SAMPLE SIZE (#)	1278	84	329	147	51	492	175	822	656	580	698	94	188	302	688	47	263	328	370	283	417	583	668	545

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TABLE 18r:

Would you say that ATTENDING AN EDUCATIONAL SEMINAR/COURSE in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

		REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Exceeded your expectations	29	14	25	9	32	38	21	36	27	31	27	27	29	22	32	47	7	45	29	25	23	36	28	31
Met your expectations	57	73	62	45	68	52	71	58	57	51	64	55	60	61	55	36	76	53	61	55	67	52	54	57
Did not meet your expectations	8	11	13	21	0	4	4	6	9	8	8	16	10	7	7	17	17	0	10	9	10	6	12	5
Don't know/No answer	6	2	0	25	0	5	4	1	7	10	0	0	1	11	5	0	0	2	0	10	1	6	6	6
WEIGHTED SAMPLE SIZE (#)	**120**	**10**	**24**	**12**	**4**	**62**	**7**	**30**	**89**	**66**	**53**	**6**	**23**	**27**	**64**	**3**	**21**	**27**	**48**	**31**	**34**	**66**	**62**	**57**
UNWEIGHTED SAMPLE SIZE (#)	146	11	24	8	9	66	28	46	100	78	68	10	25	35	75	5	17	38	54	29	43	74	69	65

TABLE 18s:

Would you say that ATTENDING FESTIVALS AND EVENTS in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

		REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Exceeded your expectations	20	30	23	11	24	20	22	23	18	16	24	31	18	18	22	31	19	21	20	18	22	20	20	21
Met your expectations	70	69	71	71	64	69	71	70	70	73	67	51	76	71	70	49	69	72	71	69	71	70	71	67
Did not meet your expectations	7	1	3	12	0	9	5	4	9	8	5	12	5	9	5	1	8	7	8	10	4	7	6	8
Nothing to compare with	0	0	0	0	7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know/No answer	3	1	2	6	6	2	2	2	3	3	3	6	2	3	3	20	4	0	1	4	4	2	3	4
WEIGHTED SAMPLE SIZE (#)	**780**	**48**	**238**	**138**	**19**	**284**	**23**	**396**	**444**	**383**	**397**	**59**	**148**	**211**	**330**	**30**	**147**	**204**	**247**	**152**	**263**	**324**	**488**	**282**
UNWEIGHTED SAMPLE SIZE (#)	820	62	228	79	37	318	96	353	467	399	421	63	149	222	382	32	151	217	277	172	273	364	485	308

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TABLE 18t:

Would you say that GOING ON VACATION GETAWAYS in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

		REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Exceeded your expectations	32	25	37	13	32	35	31	34	30	31	32	35	25	29	36	18	24	37	32	26	35	32	31	32
Met your expectations	63	72	59	79	64	60	66	64	63	65	62	58	71	68	59	66	73	58	63	67	59	65	66	60
Did not meet your expectations	3	0	3	4	4	2	3	2	3	2	3	6	3	2	2	3	3	3	3	4	3	1	3	2
Nothing to compare with	1	3	1	0	0	0	0	0	1	1	1	0	1	0	1	0	1	0	1	1	1	0	0	1
Don't know/No answer	2	0	0	3	0	3	0	1	2	2	2	0	0	2	3	12	0	2	2	2	2	2	1	4
WEIGHTED SAMPLE SIZE (#)	**738**	**37**	**229**	**109**	**16**	**322**	**25**	**273**	**464**	**330**	**403**	**66**	**140**	**201**	**330**	**27**	**140**	**214**	**222**	**168**	**238**	**321**	**432**	**296**
UNWEIGHTED SAMPLE SIZE (#)	833	51	208	70	32	365	107	345	488	400	433	74	133	224	399	28	159	223	266	189	262	368	482	296

TABLE 18u:

Would you say that SEEING LOCAL ARTS AND CRAFTS in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

		REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Exceeded your expectations	17	22	19	9	22	16	18	17	16	15	18	13	17	19	16	20	19	16	15	18	17	16	14	18
Met your expectations	74	70	74	74	68	76	71	76	73	74	74	79	76	75	73	67	69	75	77	72	74	75	78	70
Did not meet your expectations	6	5	4	10	7	5	9	4	7	6	5	10	6	3	6	7	6	7	6	7	5	6	6	5
Nothing to compare with	1	0	1	3	2	1	1	1	1	0	2	0	1	1	2	2	3	0	1	0	2	1	1	2
Don't know/No answer	2	3	2	4	2	3	0	3	2	4	2	1	0	2	4	4	2	2	2	3	2	2	1	4
WEIGHTED SAMPLE SIZE (#)	**1862**	**92**	**632**	**262**	**36**	**589**	**52**	**680**	**883**	**677**	**888**	**121**	**264**	**382**	**787**	**58**	**312**	**414**	**458**	**369**	**512**	**653**	**838**	**621**
UNWEIGHTED SAMPLE SIZE (#)	1868	120	463	162	70	635	218	755	913	722	946	121	259	408	873	62	328	434	495	393	542	711	876	685

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TABLE 18v:

Would you say that DINING OR SAMPLING MARITIME FOODS in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

		REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Exceeded your expectations	38	32	45	25	31	38	35	44	33	38	37	32	38	39	38	45	29	41	40	37	39	38	39	37
Met your expectations	54	63	45	65	59	54	53	51	56	53	54	53	55	53	53	51	61	50	51	53	51	55	53	53
Did not meet your expectations	6	4	6	8	4	6	7	4	8	6	6	12	6	6	5	2	7	5	7	7	6	5	6	6
Nothing to compare with	0	0	0	0	2	0	2	0	1	0	0	2	0	0	0	0	0	0	0	0	1	0	0	0
Don't know/No answer	3	2	4	1	4	2	3	1	3	3	2	2	1	1	4	2	3	3	2	2	3	2	2	4
WEIGHTED SAMPLE SIZE (#)	**1732**	**104**	**554**	**279**	**43**	**698**	**55**	**745**	**987**	**780**	**953**	**132**	**276**	**424**	**899**	**67**	**322**	**441**	**525**	**422**	**548**	**729**	**939**	**688**
UNWEIGHTED SAMPLE SIZE (#)	1866	132	488	186	87	741	232	834	1032	824	1042	145	286	441	982	74	367	468	563	451	601	783	981	766

TABLE 19:

How many individuals, including yourself and children, were in your party on this vacation in Nova Scotia (answer from Q#9) ?

		REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
1-2	56	45	55	57	66	57	58	57	55	58	53	51	32	50	67	70	57	56	51	55	54	57	49	66
3-4	28	35	28	31	27	24	24	31	26	26	29	32	39	32	21	12	28	26	31	27	29	27	32	21
5-6	10	13	12	7	4	11	9	9	11	10	11	10	20	14	5	9	8	11	13	11	10	10	13	6
7+	6	7	5	4	2	8	10	4	8	6	7	7	9	4	7	8	7	7	5	7	7	6	6	7
Don't know/No answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**2115**	**128**	**657**	**300**	**50**	**812**	**67**	**833**	**1282**	**951**	**1164**	**165**	**353**	**512**	**1074**	**86**	**437**	**537**	**669**	**540**	**665**	**872**	**1119**	**862**
UNWEIGHTED SAMPLE SIZE (#)	2254	166	574	265	101	864	284	932	1322	1011	1243	174	355	540	1173	95	468	562	652	575	710	936	1174	932
MEAN	4	5	4	3	3	4	5	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4

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TABLE 20:

Which of the following best describes the composition of your party on this vacation? Did you vacation:

		REGION						VISITED NS		GENDER		AGE				INCOME					EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
As a couple	43	35	41	45	53	45	49	46	41	50	38	32	34	38	54	38	40	44	45	42	41	45	38	51
As a family with children	21	35	25	20	18	18	14	22	21	19	23	31	54	27	6	10	17	23	27	18	23	22	29	8
As two or more couples	10	9	8	10	15	10	9	10	9	10	9	4	2	11	12	4	10	10	10	13	10	7	9	12
With friend(s)	8	7	8	10	6	9	9	8	9	7	10	18	2	11	8	15	13	6	6	8	9	8	9	8
As two or more families with children	5	5	4	6	0	4	5	3	6	4	5	9	8	3	4	7	4	5	5	5	4	5	6	3
Alone (Only if ONE in party)	4	4	4	3	3	5	2	2	6	3	5	5	5	2	5	10	7	3	2	3	5	4	4	5
With an organized group/tour	4	3	4	3	3	5	4	3	5	4	5	3	2	2	6	5	5	5	2	5	4	4	2	7
Relatives/family (general)	3	0	5	1	1	3	0	3	2	1	4	0	2	3	3	2	4	3	2	4	3	2	2	4
As a couple with friends/relatives	1	0	1	1	0	1	3	0	1	1	1	0	0	0	1	2	0	0	1	1	0	1	1	1
As a family with friends	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0
Family without children	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0
Other	0	1	0	1	0	0	5	1	0	0	1	0	1	0	1	0	1	1	1	1	0	0	1	0
WEIGHTED SAMPLE SIZE (#)	**2115**	**128**	**657**	**399**	**60**	**812**	**57**	**833**	**1282**	**961**	**1164**	**166**	**353**	**512**	**1074**	**86**	**437**	**537**	**609**	**540**	**685**	**872**	**1119**	**852**
UNWEIGHTED SAMPLE SIZE (#)	2254	166	574	265	101	864	284	932	1322	1011	1243	174	355	540	1173	95	408	502	652	575	710	930	1174	932

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TABLE 22:

Did the availability of service in French during your vacation to Nova Scotia (answer from q#9) exceed your expectations, met your expectations, or did not meet your expectations?

	Wgt Overall	REGION			VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Exceeded expectations	18	100	0	16	1	20	19	13	26	13	15	15	19	13	22	14	12	17	19	16	16
Met expectations	64	0	100	64	65	63	65	61	64	61	71	61	65	70	59	60	67	59	64	64	64
Did not meet expectations	18	0	0	18	29	15	14	23	10	24	14	21	16	16	18	24	20	22	14	19	17
Nothing to compare to	1	0	0	1	4	1	1	2	0	1	1	0	0	0	0	2	0	2	1	1	0
Don't know/No answer	1	0	0	1	2	1	1	1	0	0	0	2	0	0	3	0	0	0	2	0	3
WEIGHTED SAMPLE SIZE (#)	**372**	**1**	**0**	**371**	**77**	**295**	**194**	**178**	**43**	**72**	**103**	**151**	**18**	**108**	**117**	**79**	**132**	**91**	**146**	**217**	**128**
UNWEIGHTED SAMPLE SIZE (#)	238	1	1	236	55	183	121	117	27	53	64	92	11	68	82	49	82	56	98	142	80

TABLE 24:

When choosing a vacation destination, is it (read responses) that the destination can offer you the majority of service in French?

	Wgt Overall	REGION			VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Critically important	44	100	100	44	54	41	39	49	33	34	36	58	39	49	51	29	54	39	39	39	55
Important, but not critical	23	0	0	23	24	23	25	21	17	32	31	16	58	24	23	19	26	24	21	26	18
Not very important	18	0	0	18	12	20	19	18	27	23	18	14	0	21	17	22	12	21	23	22	14
Not at all important	12	0	0	12	11	12	12	12	23	9	13	8	3	6	7	22	5	15	14	12	8
Depends	1	0	0	1	0	1	2	0	0	1	2	0	0	0	0	3	0	1	2	2	0
Don't know/No answer	2	0	0	2	0	2	3	0	0	0	0	4	0	0	2	5	3	0	2	0	5
WEIGHTED SAMPLE SIZE (#)	**372**	**1**	**0**	**371**	**77**	**295**	**194**	**178**	**43**	**72**	**103**	**151**	**18**	**108**	**117**	**79**	**132**	**91**	**146**	**217**	**128**
UNWEIGHTED SAMPLE SIZE (#)	238	1	1	236	55	183	121	117	27	53	64	92	11	68	82	49	82	56	98	142	80

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TABLE 27:

(Ask only if vacationed in Nova Scotia in June, Jul, Aug, Sept., Oct., or Nov in Q#7) During your vacation to Nova Scotia, did you notice any programs specifically designed to provide services to French-speaking visitors?

	Wgt Overall	REGION	VISITED NS	GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		QUE	YES	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Yes	58	58	58	68	48	75	32	65	54	100	62	48	70	41	46	81	61	49
No	42	42	42	32	52	25	68	35	46	0	38	52	30	59	54	19	39	51
WEIGHTED SAMPLE SIZE (#)	**76**	**76**	**76**	**38**	**38**	**4**	**10**	**26**	**33**	**1**	**24**	**22**	**20**	**36**	**11**	**27**	**45**	**27**
UNWEIGHTED SAMPLE SIZE (#)	54	54	54	25	29	3	11	16	22	1	16	18	14	24	8	20	33	17

TABLE 27a:

Can you recall the name of this program?

	Wgt Overall	REGION			VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Ici, on Parle Francais	2	0	0	2	0	2	0	4	0	4	0	3	0	2	0	0	3	3	0	1	0
Other	1	0	0	1	1	1	2	0	0	1	0	2	16	0	0	0	0	1	2	2	0
Don't know/No answer	97	100	100	97	99	97	98	96	100	96	100	95	84	98	100	100	97	97	98	97	100
WEIGHTED SAMPLE SIZE (#)	**340**	**1**	**0**	**339**	**45**	**295**	**152**	**188**	**42**	**68**	**94**	**135**	**18**	**99**	**106**	**73**	**111**	**85**	**141**	**200**	**114**
UNWEIGHTED SAMPLE SIZE (#)	216	1	1	214	33	183	113	103	25	47	59	83	11	62	74	43	69	53	92	128	73

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TABLE 27b:

Ici, on Parle Francais is a program designed to meet the needs of French visitors by highlighting to visitors those tourism operators and attractions which provide services in French. Were you aware of this program during this visit to Nova Scotia?

	Wgt Overall	REGION			VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT $25K	$25K-$49K	$50K-$74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Yes	17	0	0	17	16	18	19	16	8	18	17	21	21	17	28	11	20	15	16	15	21
No	83	100	100	83	84	82	81	84	92	82	83	79	79	83	72	89	80	85	84	85	79
WEIGHTED SAMPLE SIZE (#)	**366**	**1**	**0**	**365**	**77**	**289**	**194**	**172**	**43**	**69**	**103**	**147**	**18**	**106**	**117**	**79**	**128**	**88**	**146**	**215**	**128**
UNWEIGHTED SAMPLE SIZE (#)	236	1	1	234	55	181	121	115	27	52	64	91	11	67	82	49	81	55	98	141	80

TABLE 28:

Which of the following means of transportation did you use to travel to Nova Scotia(answer from Q#9)?

	Wgt Overall	REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT $25K	$25K-$49K	$50K-$74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Passenger vehicle	72	91	73	73	79	69	67	79	68	74	71	77	76	75	69	65	76	73	69	73	72	72	76	69
Commercial airline/Private plane	19	5	23	13	19	21	32	10	26	19	20	14	16	20	21	28	10	19	25	18	18	21	19	20
Recreational vehicle	8	3	8	13	11	5	10	7	8	9	7	4	7	5	10	7	9	8	8	9	8	7	7	9
Bus/Motorcoach	6	4	5	4	8	9	8	6	6	5	7	4	4	3	9	10	7	6	5	7	8	4	4	10
Ship/Ferry	4	6	4	4	2	4	0	4	4	4	4	2	3	6	4	8	2	6	5	3	5	5	5	4
Portland to Yarmouth (Scotia Prince)	3	0	0	0	7	8	2	8	0	3	3	1	2	3	4	0	2	4	4	3	4	3	3	3
Train	3	1	3	4	2	2	2	1	4	2	3	5	2	3	2	6	4	1	3	1	4	3	2	3
Bar Harbour to Yarmouth (Cat Ferry)	2	1	1	0	5	5	5	6	0	2	2	4	3	2	2	1	2	2	3	2	2	3	3	1
Digby to St. John	2	1	3	1	1	1	1	4	0	1	2	0	1	1	2	1	1	2	2	2	1	2	2	1
Cruise Ship	1	0	1	0	0	3	2	2	1	1	2	0	0	0	2	5	1	1	1	2	1	1	0	3
Caribou to Wood Island	1	2	2	0	1	1	1	2	0	1	1	2	1	1	1	2	0	1	1	1	1	1	1	1
Sidney to Port aux Basque	0	5	1	0	0	0	0	1	0	1	0	2	1	1	0	0	0	0	1	0	0	1	1	0
Motorcycle	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0	0
Sydney to Argentia	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	2	0	1	2	0	1	1	1	0	2	1	1	0	1	1	1	0	1	1	1	1
WEIGHTED SAMPLE SIZE (#)	**2110**	**127**	**657**	**399**	**60**	**809**	**67**	**831**	**1279**	**949**	**1161**	**164**	**352**	**511**	**1072**	**86**	**437**	**534**	**809**	**538**	**664**	**871**	**1117**	**849**
UNWEIGHTED SAMPLE SIZE (#)	2250	165	574	265	101	861	284	930	1320	1009	1241	173	354	539	1172	95	468	559	652	573	709	935	1172	930

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TABLE 29:

Did you purchase any travel packages that included transportation and/or accommodations on your most recent vacation in Nova Scotia(answer to Q#9)?

		REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Yes	16	12	13	15	7	19	17	15	16	16	15	15	11	15	17	17	12	18	14	16	17	14	13	18
No	84	88	86	85	92	81	83	85	83	83	84	82	89	84	82	83	88	81	86	83	83	85	86	82
Don't know/No answer	1	0	1	1	1	0	0	1	0	0	1	2	0	1	0	0	0	0	0	0	1	0	0	1
WEIGHTED SAMPLE SIZE (#)	**2116**	**128**	**667**	**399**	**80**	**812**	**67**	**833**	**1282**	**951**	**1164**	**165**	**363**	**512**	**1074**	**86**	**437**	**537**	**509**	**540**	**665**	**872**	**1119**	**852**
UNWEIGHTED SAMPLE SIZE (#)	2254	166	574	265	101	864	284	932	1322	1011	1243	174	355	540	1173	95	468	582	652	575	710	936	1174	932

TABLE 30:

Did you contact a travel agent to assist you with planning your most recent vacation in Nova Scotia(answer to Q#9)?

		REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Yes	15	5	22	11	6	14	14	13	17	14	16	13	11	11	19	24	15	15	13	17	15	14	13	18
No	85	94	78	89	94	85	86	87	83	86	84	87	89	89	81	76	85	85	87	83	84	86	87	82
Don't know/No answer	0	1	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**2116**	**128**	**667**	**399**	**80**	**812**	**67**	**833**	**1282**	**951**	**1164**	**165**	**363**	**512**	**1074**	**86**	**437**	**537**	**509**	**540**	**665**	**872**	**1119**	**852**
UNWEIGHTED SAMPLE SIZE (#)	2254	166	574	265	101	864	284	932	1322	1011	1243	174	355	540	1173	95	468	582	652	575	710	936	1174	932

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TABLE 31:

Did you contact a travel agent for any of the following reasons?

	Wgt Overall	REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
To book your vacation	61	98	54	81	41	63	63	48	67	49	70	67	55	58	62	55	46	75	61	61	62	60	58	62
For information about your vacation	45	18	36	66	21	49	59	39	48	44	46	55	42	55	41	26	38	51	44	46	46	46	48	40
For assistance with planning your vaction	43	50	38	60	41	42	54	37	46	41	45	63	43	59	37	25	36	48	44	43	40	45	46	38
To purchase a travel package or tour	39	46	30	56	0	48	32	28	45	41	38	22	18	47	43	15	33	53	38	44	39	35	38	40
To help you decide where you should go for your vacation	22	27	21	35	0	20	12	20	23	21	23	13	20	27	22	26	32	17	20	33	13	21	22	21
Did not contact travel agent for any of those reasons	7	0	8	7	0	6	2	10	5	8	6	7	9	8	6	7	11	5	6	7	8	6	7	6
Don't know/No answer	4	0	6	0	0	2	5	6	2	6	2	6	10	1	3	8	9	3	3	4	5	3	4	4
WEIGHTED SAMPLE SIZE (#)	**322**	**7**	**142**	**42**	**3**	**116**	**10**	**109**	**213**	**135**	**187**	**22**	**37**	**58**	**204**	**21**	**65**	**81**	**78**	**98**	**102**	**126**	**148**	**155**
UNWEIGHTED SAMPLE SIZE (#)	320	8	118	27	6	120	41	109	211	145	175	24	35	58	201	19	64	75	66	91	102	122	147	157

TABLE 32:

Did your travel agent play a (read responses) role in terms of helping you choose a vacation destination?

	Wgt Overall	REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Critically important	18	0	11	26	0	19	2	10	19	14	17	24	14	9	17	16	16	19	13	14	21	13	19	22
Important, but not critical	36	78	33	33	41	37	41	39	35	36	36	36	29	31	39	40	37	38	28	51	28	30	36	34
Not very important	19	2	21	16	39	15	29	21	17	21	16	5	15	28	20	11	15	16	25	14	15	25	22	16
Not at all important	28	20	33	22	20	25	24	25	29	28	28	29	43	40	22	27	25	28	33	19	32	31	31	25
Don't know/No answer	2	0	2	0	0	3	2	6	0	3	1	6	0	0	3	6	6	0	0	1	4	1	1	2
WEIGHTED SAMPLE SIZE (#)	**322**	**7**	**142**	**42**	**3**	**116**	**10**	**109**	**213**	**135**	**187**	**22**	**37**	**58**	**204**	**21**	**65**	**81**	**78**	**98**	**102**	**125**	**148**	**155**
UNWEIGHTED SAMPLE SIZE (#)	320	8	118	27	6	120	41	109	211	145	175	24	35	58	201	19	64	75	66	91	102	122	147	157

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TABLE 33:

How many nights, in total did you spend during your vacation in Nova Scotia(answer to Q# 9)?

	Wgt Overall	REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Less than 3	7	21	4	4	6	8	4	9	5	6	7	10	4	7	6	5	6	6	6	7	6	6	6	6
3-4	24	30	18	22	33	28	21	25	24	23	25	28	28	26	21	28	25	21	26	25	24	24	26	22
5-7	34	28	36	34	36	33	31	33	34	32	35	30	36	37	32	20	31	39	34	34	35	32	37	30
8+	35	19	41	40	24	31	44	32	37	38	33	32	32	29	40	48	35	33	34	32	35	38	31	41
Don't know/No answer	0	0	0	1	1	0	0	1	0	1	0	0	0	0	1	1	1	0	0	1	0	1	0	1
WEIGHTED SAMPLE SIZE (#)	**2116**	**128**	**657**	**399**	**80**	**812**	**67**	**833**	**1282**	**981**	**1164**	**165**	**353**	**812**	**1074**	**86**	**437**	**537**	**609**	**540**	**665**	**872**	**1119**	**862**
UNWEIGHTED SAMPLE SIZE (#)	2254	166	574	265	101	864	284	932	1322	1011	1243	174	355	540	1173	95	468	562	652	575	710	936	1174	932
MEAN (Excluding '0')	8.4	5.3	9.5	8.8	7.1	7.9	9.7	7.4	9.1	8.5	8.3	8.6	7.6	7.5	9.1	9.3	8.4	8.4	8.1	7.5	8.5	8.8	7.6	9.3
MEAN (Including '0')	8.4	5.3	9.4	8.7	7.1	7.8	9.6	7.3	9.1	8.5	8.2	8.5	7.5	7.5	9.0	9.3	8.4	8.4	8.0	7.5	8.4	8.8	7.5	9.3

TABLE 34_1:

And how many of these nights did you stay: With friends/relatives:

	Wgt Overall	REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
0	71	65	80	77	74	77	73	76	68	73	69	64	67	73	72	83	68	74	74	72	70	71	72	72
1-2	6	11	5	7	10	4	4	4	6	6	5	7	5	7	5	8	6	5	5	4	6	7	6	5
3-4	6	15	8	4	4	5	5	7	6	5	7	7	8	6	6	8	7	5	7	4	6	7	7	5
5-7	6	3	11	5	8	7	7	5	9	8	8	8	10	5	8	2	9	8	6	8	6	7	8	7
8+	9	6	15	7	5	6	11	7	11	8	11	13	10	8	9	19	12	7	8	11	10	8	7	10
Don't know/No answer	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**2115**	**128**	**657**	**399**	**80**	**812**	**67**	**833**	**1282**	**981**	**1164**	**165**	**353**	**812**	**1074**	**86**	**437**	**537**	**609**	**540**	**665**	**872**	**1119**	**862**
UNWEIGHTED SAMPLE SIZE (#)	2254	166	574	265	101	864	284	932	1322	1011	1243	174	355	540	1173	95	468	562	652	575	710	936	1174	932
MEAN	7.5	4.6	8.4	6.5	7.4	7.4	8.3	7.4	7.6	6.7	8.0	8.2	7.3	6.5	7.9	9.6	8.1	6.7	7.4	8.1	7.5	7.1	7.2	7.9

Averages do not include '0'

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TABLE 34_2:

And how many of these nights did you stay: In a hotel/motel:

		REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
0	47	58	47	50	44	44	45	43	50	43	50	58	55	47	43	54	54	47	42	47	47	48	49	44
2	7	15	8	4	9	8	6	9	5	8	6	6	7	7	7	9	7	6	8	7	6	7	7	7
3	9	9	9	9	9	10	11	11	8	9	10	9	10	11	9	6	10	11	9	9	11	9	10	9
4	9	6	9	6	16	10	7	9	8	10	7	7	7	9	9	5	8	8	10	11	8	8	9	9
5	8	6	8	12	3	7	9	9	8	8	9	8	7	10	8	11	8	8	8	10	8	7	8	8
6+	20	6	18	20	17	23	22	18	21	23	18	12	15	16	25	15	14	20	23	16	21	21	18	23
Don't know/No answer	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**2115**	**128**	**667**	**399**	**50**	**812**	**67**	**833**	**1282**	**951**	**1164**	**165**	**353**	**512**	**1074**	**86**	**437**	**537**	**609**	**540**	**665**	**672**	**1119**	**852**
UNWEIGHTED SAMPLE SIZE (#)	2254	166	574	265	101	864	284	932	1322	1011	1243	174	355	540	1173	95	468	562	852	575	710	936	1174	932
MEAN	5.8	3.5	6.1	6.7	4.4	5.6	6.4	4.8	6.6	5.8	5.8	6.2	4.9	5.1	6.4	5.5	4.8	5.8	5.7	5.3	6.0	5.8	5.2	6.3

Averages do not include "0"

TABLE 34_3:

And how many of these nights did you stay: In campgrounds/trailer parks:

		REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
0	84	78	84	89	82	91	87	82	85	82	85	73	77	83	88	81	83	81	84	84	84	82	81	86
1-2	2	5	4	3	1	1	0	4	1	2	3	4	4	2	1	5	1	3	2	3	2	2	3	2
3-4	4	9	3	6	2	2	2	4	4	2	4	9	8	2	2	9	4	4	2	4	3	4	4	3
5-7	5	4	5	8	10	3	3	6	4	6	4	9	4	7	4	2	8	5	5	5	5	5	6	3
8+	6	5	4	14	5	3	7	4	6	7	4	5	7	5	5	2	5	7	6	4	6	7	6	6
Don't know/No answer	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**2115**	**128**	**667**	**399**	**50**	**812**	**67**	**833**	**1282**	**951**	**1164**	**165**	**353**	**512**	**1074**	**86**	**437**	**537**	**609**	**540**	**665**	**672**	**1119**	**852**
UNWEIGHTED SAMPLE SIZE (#)	2254	166	574	265	101	864	284	932	1322	1011	1243	174	355	540	1173	95	468	562	852	575	710	936	1174	932
MEAN	8.0	5.0	6.6	8.5	6.7	9.9	11.2	6.0	9.6	9.0	7.0	5.6	6.8	7.0	10.2	4.9	8.3	8.0	8.2	6.3	8.5	8.7	6.9	10.3

Averages do not include "0"

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TABLE 34_4:

And how many of these nights did you stay: In Bed & Breakfasts:

		REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
0	91	92	89	96	91	90	89	85	95	92	90	93	91	90	92	92	92	91	91	94	91	89	91	91
1-2	3	3	5	0	3	3	4	6	1	2	4	5	3	3	3	2	3	2	4	2	3	4	4	3
3-4	2	4	2	2	4	2	4	3	2	3	2	0	3	3	2	0	2	3	2	1	3	2	2	2
5-7	2	1	2	1	1	3	2	3	1	2	2	1	2	3	2	3	2	3	2	2	1	3	2	3
8+	1	0	1	0	1	1	2	2	1	1	1	1	1	1	1	3	1	1	1	0	1	2	1	1
Don't know/No answer	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**2115**	**128**	**657**	**399**	**80**	**812**	**67**	**833**	**1282**	**951**	**1164**	**165**	**353**	**512**	**1074**	**86**	**437**	**537**	**609**	**540**	**666**	**872**	**1119**	**862**
UNWEIGHTED SAMPLE SIZE (#)	2254	166	574	265	101	864	284	932	1322	1011	1243	174	355	540	1173	95	468	562	652	575	710	936	1174	932
MEAN	4.4	3.0	3.9	4.8	5.9	4.9	4.0	4.0	5.2	4.4	4.4	3.5	4.2	4.2	4.8	6.3	3.9	5.4	4.4	4.0	4.0	4.9	4.2	4.5

Averages do not include "0"

TABLE 34_5:

And how many of these nights did you stay: In country inns:

		REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
0	97	97	97	98	100	98	99	96	97	97	97	97	99	95	97	99	96	97	96	97	98	98	96	98
2	1	1	1	0	0	1	0	1	1	2	0	2	0	1	1	1	2	0	1	1	1	1	1	0
3	1	1	1	0	0	1	0	1	1	1	1	1	1	1	0	1	1	1	1	0	1	1	1	0
4	0	0	0	0	0	1	0	1	0	0	0	0	0	1	0	0	0	0	1	0	0	1	0	0
5	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
6	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0	1	1	0	1	0	0	1	0
8+	1	0	0	0	0	1	0	0	1	0	1	0	0	1	1	0	0	1	0	0	1	1	0	1
Don't know/No answer	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**2115**	**128**	**657**	**399**	**80**	**812**	**67**	**833**	**1282**	**951**	**1164**	**165**	**353**	**512**	**1074**	**86**	**437**	**537**	**609**	**540**	**666**	**872**	**1119**	**862**
UNWEIGHTED SAMPLE SIZE (#)	2254	166	574	265	101	864	284	932	1322	1011	1243	174	355	540	1173	95	468	562	652	575	710	936	1174	932
MEAN	4.5	2.2	3.4	4.8	2.0	5.7	7.0	3.0	6.5	3.5	5.4	2.9	2.2	6.0	4.2	2.2	3.9	10.1	2.9	3.0	3.6	5.4	3.2	8.6

Averages do not include "0"

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TABLE 34_6:

And how many of these nights did you stay: Other:

	Wgt Overall	REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
0	87	94	89	88	90	83	85	91	84	88	86	89	88	85	86	81	86	88	87	86	86	87	88	85
1-2	2	2	2	2	3	2	1	2	2	2	2	5	2	2	2	1	3	1	2	3	2	1	1	2
3-4	3	2	1	3	1	4	1	3	2	1	3	2	2	4	2	2	3	3	3	3	2	2	2	3
5-7	5	2	4	3	4	7	6	2	7	4	5	2	6	6	5	6	4	4	6	5	6	4	5	4
8+	4	0	4	4	2	5	7	2	5	4	4	2	3	3	5	9	5	4	2	3	3	5	2	6
Don't know/No answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**2115**	**128**	**667**	**399**	**50**	**612**	**67**	**833**	**1282**	**951**	**1164**	**165**	**353**	**512**	**1074**	**86**	**437**	**537**	**609**	**540**	**665**	**872**	**1119**	**852**
UNWEIGHTED SAMPLE SIZE (#)	2254	166	574	265	101	864	284	932	1322	1011	1243	174	355	540	1173	95	468	562	652	575	710	936	1174	932
MEAN	8.4	5.0	10.7	6.7	6.0	7.9	9.7	7.5	8.7	10.2	7.2	3.9	6.9	6.9	10.0	10.0	8.6	10.4	7.0	6.4	7.8	10.1	6.7	10.6

Averages do not include "0"

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TABLE 34_7:

And how many of these nights did you stay: Other (Specify _____):

	Wgt Overall	REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT $25K	$25K-$49K	$50K-$74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Cabin/Cottage/Condo/Chalet	45	76	54	43	63	39	42	46	45	43	47	33	71	63	31	51	51	42	45	45	41	51	56	37
The boat/Cruise ship/Ferry	21	3	15	13	1	28	35	21	21	22	21	1	9	12	32	29	15	16	18	21	18	22	14	32
Time share	8	0	2	0	0	13	14	0	11	8	7	0	0	3	13	0	10	8	5	3	14	6	1	14
Resort	3	8	1	0	0	5	2	4	3	3	3	1	1	6	3	0	0	4	5	3	6	0	4	2
Own a home/Cottage	3	0	2	0	0	4	5	0	4	6	1	0	1	2	5	0	0	7	5	3	1	4	4	3
Campgrounds	2	3	4	0	0	1	2	2	2	1	2	0	4	0	2	3	2	0	2	1	4	0	0	1
University/Hostile/Military base	1	0	2	3	12	0	2	4	0	1	2	3	3	2	0	0	3	3	0	2	1	2	2	1
Bed & Breakfast	1	0	0	8	0	0	0	0	2	3	0	0	0	0	3	0	0	6	0	0	0	3	0	3
Slept while traveling/Within vehicle	1	0	4	0	12	0	0	4	0	1	2	0	0	0	2	17	1	0	0	4	1	0	0	3
Friends/Relatives	0	8	0	1	0	0	0	0	1	0	1	0	0	1	0	0	0	1	0	1	0	0	1	0
Hotel/Motel	0	0	0	0	0	1	0	1	0	0	1	0	0	0	1	0	0	2	0	2	0	0	0	1
Villa	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	10	0	13	27	0	5	7	8	11	9	11	40	8	13	6	0	20	10	13	12	13	8	14	4
Don't know/No answer	4	13	5	5	12	3	0	9	2	3	5	22	3	2	2	0	1	2	7	4	4	3	5	1
WEIGHTED SAMPLE SIZE (#)	**281**	**8**	**71**	**47**	**8**	**140**	**10**	**77**	**204**	**110**	**172**	**18**	**41**	**73**	**146**	**16**	**62**	**64**	**79**	**72**	**94**	**109**	**129**	**126**
UNWEIGHTED SAMPLE SIZE (#)	291	11	60	34	10	133	43	73	218	117	174	17	48	68	155	14	63	64	90	73	92	119	143	128

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TABLE 34a:

Were there any specific areas or attractions that you planned to visit in Nova Scotia, prior to coming to Nova Scotia?

	Wgt Overall	REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Halifax area	27	26	31	16	18	27	30	28	2	24	29	33	26	33	24	22	19	29	33	19	33	29	30	24
Cabot Trail	18	8	21	18	8	17	21	18	4	16	19	12	18	14	21	16	21	21	17	12	21	20	18	19
Cape Breton Island	17	9	17	19	27	16	22	17	16	16	18	14	16	21	16	20	18	18	18	11	11	25	19	15
Peggy's Cove	15	6	22	13	10	12	21	16	0	12	18	19	17	15	15	29	16	17	14	16	21	12	17	15
Lunenburg	11	8	15	11	3	8	5	11	0	9	12	15	11	11	9	4	5	12	15	5	14	11	14	8
Louisbourg/Fortress Louisbourg	10	4	11	18	11	7	8	10	2	10	10	11	9	8	11	14	11	10	10	8	9	13	8	13
Yarmouth/Digby/Evangeline Trail	7	7	5	7	10	9	9	7	14	8	6	4	5	12	7	5	6	5	9	8	7	7	8	6
Bay of Fundy area	5	1	4	3	7	10	8	6	8	7	4	3	7	3	6	0	5	5	7	3	5	7	6	5
Annapolis Valley	5	9	7	1	1	3	10	5	0	6	5	3	5	5	5	4	3	6	4	4	5	6	5	6
South Shore	3	5	5	0	10	2	4	4	0	4	3	6	2	3	4	7	4	3	4	1	1	6	3	4
Sunrise Trail	3	2	2	7	3	3	2	3	14	2	4	3	2	2	4	4	3	1	4	4	1	3	2	4
Light House Route	3	2	4	0	0	3	2	3	0	3	3	7	2	5	1	0	1	4	2	2	3	4	4	0
Truro	2	1	2	0	0	4	1	2	0	2	2	2	2	0	3	0	3	1	2	1	3	3	2	3
Alexander Graham Bell Museum/Baddeck	2	0	1	3	1	3	2	2	0	2	2	1	2	1	2	6	2	0	3	1	2	3	2	2
All of the province/trails	2	0	2	2	1	2	5	1	9	2	1	3	2	0	2	2	3	1	2	1	2	2	2	2
Whale watching	2	1	4	0	0	0	1	2	0	2	2	1	4	0	2	0	3	2	1	2	1	2	3	0
Glooscap Trail	1	2	2	0	7	1	2	1	0	1	2	2	3	1	1	0	1	3	1	1	1	2	2	1
Coastal areas/beaches/ocean	1	0	1	1	0	3	3	1	0	1	2	0	0	2	1	1	1	1	2	2	0	2	2	1
Sightseeing/Tourist sites/attractions (general)	1	0	1	4	3	1	6	1	17	2	1	2	3	1	1	0	0	2	1	1	1	1	2	1
Sydney area	1	1	2	1	0	1	0	1	0	1	1	1	2	1	1	0	1	1	1	1	3	8	1	1
Mahone Bay	1	2	1	0	0	1	0	1	0	0	1	0	1	2	0	4	0	1	1	1	0	1	1	0
Upper Clements Park	1	5	1	0	0	0	0	1	0	0	1	0	3	1	0	0	1	0	1	1	1	1	1	0
Marine Drive	1	0	1	0	0	0	1	1	0	0	1	0	2	0	1	0	0	2	0	0	1	1	0	1
Citadel Hill	0	0	0	0	0	1	2	0	0	0	1	1	0	0	1	4	0	0	1	1	1	0	0	1
Miner's Museum/Glace Bay	0	1	1	0	0	0	0	0	0	0	0	1	1	0	0	0	0	1	0	0	0	0	1	0
North Shore	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
Other	6	8	4	15	7	5	6	5	40	8	5	7	6	5	7	4	7	5	9	5	5	8	5	8
No/None/No particular area	28	35	23	27	32	32	23	29	0	32	25	24	25	22	33	23	32	29	24	36	29	21	25	32
Don't know/No answer	2	1	1	0	3	3	1	2	1	2	2	2	2	2	1	0	1	2	2	1	1	2	2	1
WEIGHTED SAMPLE SIZE (#)	**860**	**101**	**333**	**119**	**19**	**266**	**24**	**833**	**27**	**357**	**503**	**74**	**145**	**204**	**431**	**38**	**166**	**207**	**266**	**234**	**248**	**366**	**470**	**336**
UNWEIGHTED SAMPLE SIZE (#)	948	127	284	87	42	307	101	932	16	400	548	85	144	229	486	36	180	235	293	244	286	409	509	379

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TABLE 35:

During your vacation in Nova Scotia, what particular regions or attractions did you visit?

		REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION				EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Halifax area	46	54	53	35	29	44	50	48	24	47	48	39	51	54	45	48	36	52	50	45	52	46	49	47
Peggy's Cove	22	9	29	14	17	22	31	23	8	20	23	17	26	21	22	27	24	24	19	20	31	18	22	23
Cape Breton Island	22	14	26	21	24	21	34	22	38	21	24	18	19	24	24	14	23	23	24	18	17	29	23	21
Cabot Trail	22	9	26	24	28	20	26	22	0	22	22	15	14	18	28	34	29	22	19	18	22	24	22	25
Yarmouth/ Digby/Evangeline Trail	16	8	11	17	18	25	17	17	0	16	16	11	8	18	19	12	10	15	19	10	22	15	17	15
Lunenburg	15	9	22	13	6	11	13	15	21	11	18	10	17	15	15	11	9	18	17	11	19	15	17	13
Louisbourg/Fortress Louisbourg	12	6	12	27	11	9	11	13	0	12	12	16	9	12	13	9	18	13	14	12	9	15	13	13
South Shore	11	9	11	5	22	13	9	11	0	11	11	11	5	11	12	14	6	10	11	6	10	14	11	10
Annapolis Valley	10	12	13	7	10	6	22	10	0	11	9	4	12	8	11	9	8	10	12	6	10	12	10	10
Bay of Fundy area	9	0	8	10	7	11	18	9	17	10	8	4	10	5	11	3	6	10	9	7	7	11	9	8
Sunrise Trail	7	7	5	18	8	4	13	6	21	6	8	7	6	5	8	12	10	4	5	11	4	7	6	9
Sydney area	5	6	5	2	4	5	11	5	0	5	4	4	5	6	4	2	5	4	6	4	4	6	5	5
Gloosecap Trail	5	2	7	7	7	2	1	4	21	5	4	5	3	4	6	6	2	4	4	7	3	4	3	6
Light House Route	5	2	6	1	7	5	9	5	0	4	5	4	5	6	3	4	4	3	6	3	5	6	4	5
Alexander Graham Bell Museum/Baddeck	3	0	3	8	6	2	7	3	20	4	3	4	6	2	3	1	2	3	5	4	1	5	3	3
All of the province/trails	3	0	2	4	0	6	3	3	16	5	2	7	6	1	3	4	4	3	3	3	4	4	3	3
Truro	3	1	3	1	0	4	10	3	3	3	3	3	3	2	3	0	4	3	1	3	2	2	2	3
Coastal Areas/Beaches/Ocean	2	3	2	5	0	3	0	2	17	3	2	1	4	3	2	0	4	1	4	4	1	3	3	2
Sightseeing/Tourist sites/Attractions (general)	2	0	1	5	3	4	6	2	14	2	2	0	3	3	2	1	2	3	1	2	3	2	2	2
North Shore	1	1	1	1	1	1	0	1	0	1	1	1	1	2	0	0	0	1	1	0	0	2	1	0
Mahone Bay	1	2	1	0	0	0	0	1	0	1	1	0	1	2	1	4	0	1	1	1	0	2	1	1
Marine Drive	1	0	1	1	0	0	3	1	3	0	1	0	1	0	1	0	0	2	1	1	0	1	0	1
Citadel Hill	1	1	0	2	0	1	4	1	3	0	1	0	2	1	1	4	1	1	1	1	2	0	1	1
National/Provincial Parks (non specific)	1	3	1	2	2	1	2	2	0	0	2	1	1	1	2	0	1	1	2	1	2	1	1	1
Casino's	1	3	1	0	0	1	0	1	0	0	1	1	0	1	1	0	1	1	0	1	1	1	1	1
Eastern Shore/East Coast	1	1	2	0	0	1	0	1	0	1	1	2	1	1	1	0	1	1	2	0	2	2	2	1
Upper Clements Park	1	5	0	0	0	0	0	1	0	0	1	0	3	0	0	0	0	0	1	1	1	0	1	0
Other	6	5	4	10	10	6	13	6	7	7	6	2	8	3	8	5	8	4	6	8	5	5	6	6
No/None/No particular area	3	4	3	1	3	5	3	3	0	4	3	6	2	2	4	10	4	1	3	5	4	2	2	5
Don't know/No answer	4	0	3	5	4	6	5	4	4	4	4	4	2	1	5	1	6	4	3	5	2	3	3	4
WEIGHTED SAMPLE SIZE (#)	**864**	**101**	**333**	**112**	**19**	**265**	**24**	**833**	**17**	**355**	**499**	**72**	**149**	**199**	**428**	**30**	**164**	**187**	**270**	**230**	**246**	**364**	**470**	**330**
UNWEIGHTED SAMPLE SIZE (#)	945	127	285	83	42	307	101	932	11	396	549	85	146	224	490	36	179	233	293	242	288	406	507	379

TABLE 37:

How many nights, if any, did you spend on Cape Breton Island?

	Wgt Overall	REGION						VISITED NS	GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
None	53	77	47	37	62	57	40	53	50	55	50	54	57	51	63	45	55	52	58	56	46	51	54
1	8	5	7	9	0	9	9	8	9	7	10	5	8	8	6	5	10	8	9	7	8	9	7
2	14	3	17	23	9	12	19	14	16	13	15	9	13	17	16	22	13	11	14	15	15	12	19
3	11	6	14	11	10	10	8	11	11	11	14	18	8	10	5	12	12	12	8	12	14	12	8
4-6	8	6	7	13	13	7	16	8	8	8	8	8	8	8	1	9	6	10	7	5	10	9	6
7+	6	2	8	4	7	5	7	6	5	6	4	5	6	6	8	7	3	7	6	4	7	6	5
Don't know/No answer	1	0	0	3	0	1	2	1	1	1	0	0	1	1	0	0	1	0	0	1	1	1	1
WEIGHTED SAMPLE SIZE (#)	**633**	**101**	**333**	**92**	**19**	**265**	**24**	**633**	**346**	**487**	**71**	**141**	**196**	**420**	**30**	**161**	**194**	**265**	**220**	**245**	**355**	**462**	**321**
UNWEIGHTED SAMPLE SIZE (#)	932	127	284	71	42	307	101	932	391	541	84	142	222	480	36	177	227	291	237	285	401	503	371
MEAN	3.9	3.1	4.4	3.4	4.4	3.4	3.6	3.9	3.4	4.3	3.1	3.7	3.8	4.1	3.5	4.2	2.8	4.1	3.5	3.9	3.7	3.7	4.2

Mean results do not include 'd' nights

TABLE 42a:

In total, how much did you, and those in your immediate party, spend per day, in Canadian dollars, on each of the following (including credit card purchases) during your vacation this summer in Nova Scotia? Food/beverage: $

	Wgt Overall	REGION						VISITED NS	GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
None	4	6	3	3	3	4	2	4	3	4	0	2	5	5	4	7	2	2	4	5	3	3	5
$1 - $19	2	0	3	1	0	3	3	2	1	3	1	2	1	3	10	5	0	1	3	3	1	1	4
$20 - $49	16	23	20	8	23	12	14	16	14	18	27	21	15	14	30	18	19	15	14	21	15	18	14
$50 - $74	19	20	20	16	29	19	20	19	24	16	27	22	17	18	15	22	24	18	20	18	21	19	20
$75 or more	36	34	38	43	26	35	31	36	38	34	31	40	42	33	16	26	30	51	35	36	38	43	28
Don't know/No answer	22	16	16	29	19	27	31	22	19	24	14	13	20	27	26	23	18	13	24	17	23	17	28
WEIGHTED SAMPLE SIZE (#)	**633**	**101**	**333**	**92**	**19**	**265**	**24**	**633**	**346**	**487**	**71**	**141**	**196**	**420**	**30**	**161**	**194**	**265**	**220**	**245**	**355**	**462**	**321**
UNWEIGHTED SAMPLE SIZE (#)	932	127	284	71	42	307	101	932	391	541	84	142	222	480	36	177	227	291	237	285	401	503	371
MEAN	75	67	70	94	71	79	75	75	79	72	70	78	80	72	52	61	73	88	73	70	80	81	65

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TABLE 42b:

In total, how much did you, and those in your immediate party, spend per day, in Canadian dollars, on each of the following (including credit card purchases) during your vacation this summer in Nova Scotia? Lodging/Accommodations: $

		REGION						VISITED NS	GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
None	14	18	14	7	9	15	12	14	11	16	11	15	16	13	14	20	14	10	18	17	10	11	16
$1 - $19	1	1	2	1	7	1	2	1	1	2	2	0	1	2	0	1	2	1	0	2	2	1	2
$20 - $49	12	16	16	20	11	4	9	12	14	11	26	17	10	9	22	9	14	16	10	14	13	15	9
$50 - $74	8	1	9	8	10	9	12	8	9	7	6	5	7	10	5	11	9	7	5	9	9	8	9
$75 or more	48	54	46	47	45	48	41	48	51	45	44	51	56	43	38	41	47	57	48	42	51	54	40
Don't know/No answer	17	9	13	17	19	24	25	17	15	19	10	11	10	23	22	18	15	9	19	16	16	11	24
WEIGHTED SAMPLE SIZE (#)	**833**	**101**	**333**	**92**	**19**	**265**	**24**	**833**	**346**	**487**	**71**	**141**	**196**	**420**	**30**	**101**	**194**	**365**	**220**	**265**	**388**	**462**	**321**
UNWEIGHTED SAMPLE SIZE (#)	932	127	284	71	42	307	101	932	391	541	84	142	222	480	36	177	227	291	237	285	401	503	371
MEAN	79	75	73	83	86	87	89	79	80	78	67	79	84	78	73	66	76	89	81	67	85	84	71

TABLE 42c:

In total, how much did you, and those in your immediate party, spend per day, in Canadian dollars, on each of the following (including credit card purchases) during your vacation this summer in Nova Scotia? Entertainment/Attractions: $

		REGION						VISITED NS	GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
None	18	22	19	9	12	19	17	18	15	20	14	15	16	20	32	18	12	13	21	24	12	17	19
$1 - $9	2	2	2	1	3	3	2	2	4	1	2	0	1	4	4	4	1	2	1	4	2	1	5
$10 - $19	6	3	6	4	1	7	6	6	7	5	12	5	4	6	0	7	6	7	1	3	8	5	6
$20 - $39	23	27	23	16	30	22	24	23	21	24	29	22	31	19	25	21	28	25	19	18	28	26	20
$40 or more	31	30	34	39	32	25	20	31	35	28	34	46	32	25	16	29	36	42	34	30	30	36	22
Don't know/No answer	20	15	15	31	21	24	32	20	19	22	10	11	16	27	23	20	20	11	23	15	21	14	28
WEIGHTED SAMPLE SIZE (#)	**833**	**101**	**333**	**92**	**19**	**265**	**24**	**833**	**346**	**487**	**71**	**141**	**196**	**420**	**30**	**101**	**194**	**365**	**220**	**265**	**388**	**462**	**321**
UNWEIGHTED SAMPLE SIZE (#)	932	127	284	71	42	307	101	932	391	541	84	142	222	480	36	177	227	291	237	285	401	503	371
MEAN	35	33	35	50	39	32	28	35	39	33	30	46	36	32	28	31	39	42	39	29	38	39	31

TABLE 42d:

In total, how much did you, and those in your immediate party, spend per day, in Canadian dollars, on each of the following (including credit card purchases) during your vacation this summer in Nova Scotia? Merchandise/Gifts/Souvenirs: $

		REGION						VISITED NS	GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
None	12	14	12	8	7	13	6	12	12	12	8	10	10	14	13	17	7	9	10	14	10	11	13
$1 - $9	4	2	6	1	4	4	6	4	4	4	0	2	4	6	4	10	2	4	2	7	4	3	6
$10 - $19	10	12	10	13	8	10	16	10	10	11	17	15	10	8	12	9	10	11	7	12	12	11	9
$20 - $49	25	22	26	26	30	22	27	25	26	23	39	26	26	21	21	23	26	27	26	24	24	27	22
$50 or more	29	35	28	30	36	28	22	29	31	28	24	36	34	26	35	21	36	30	34	28	28	33	25
Don't know/No answer	19	14	18	23	15	22	24	19	17	21	11	11	16	25	16	21	19	11	21	15	21	14	26
WEIGHTED SAMPLE SIZE (#)	**833**	**101**	**333**	**92**	**19**	**265**	**24**	**833**	**346**	**487**	**71**	**141**	**196**	**420**	**30**	**101**	**194**	**265**	**220**	**246**	**356**	**462**	**321**
UNWEIGHTED SAMPLE SIZE (#)	932	127	284	71	42	307	101	932	391	541	84	142	222	480	36	177	227	291	237	295	401	503	371
MEAN	43	43	38	49	50	44	34	43	42	44	42	50	44	40	54	32	59	46	50	38	45	46	41

TABLE 42e:

In total, how much did you, and those in your immediate party, spend per day, in Canadian dollars, on each of the following (including credit card purchases) during your vacation this summer in Nova Scotia? Transportation while in Nova Scotia: $

		REGION						VISITED NS	GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
None	23	23	19	36	15	25	13	23	27	20	21	18	22	26	20	25	20	17	29	24	18	23	25
$1 - $9	3	1	1	0	3	7	2	3	3	4	9	0	1	4	2	2	2	5	0	6	3	3	3
$10 - $19	10	11	12	3	25	9	3	10	9	11	15	18	10	6	9	8	11	14	4	12	13	13	6
$20 - $49	28	33	31	28	21	23	27	28	29	26	31	25	32	26	26	29	26	32	29	27	28	26	27
$50 or more	15	18	19	9	11	11	24	15	17	14	15	22	19	11	21	12	15	19	15	15	15	18	12
Don't know/No answer	21	14	18	24	25	24	32	21	15	25	9	18	16	26	21	24	18	13	23	16	22	15	27
WEIGHTED SAMPLE SIZE (#)	**833**	**101**	**333**	**92**	**19**	**265**	**24**	**833**	**346**	**487**	**71**	**141**	**196**	**420**	**30**	**101**	**194**	**265**	**220**	**246**	**356**	**462**	**321**
UNWEIGHTED SAMPLE SIZE (#)	932	127	284	71	42	307	101	932	391	541	84	142	222	480	36	177	227	291	237	295	401	503	371
MEAN	27	26	30	20	23	23	41	27	27	26	21	26	33	24	38	23	23	32	26	26	27	26	24

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TABLE 42f:

In total, how much did you, and those in your immediate party, spend per day, in Canadian dollars, on each of the following (including credit card purchases) during your vacation this summer in Nova Scotia? Other expenditures: $

		REGION						VISITED NS	GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
None	52	69	58	63	66	56	49	59	61	59	66	52	71	56	51	59	65	63	59	58	61	63	55
$1 - $49	17	15	18	12	14	16	23	17	18	15	18	26	12	15	16	14	14	22	12	21	17	18	15
$50 or more	6	5	8	3	2	5	0	6	6	5	6	7	3	6	10	4	4	6	6	6	4	6	6
Don't know/No answer	18	12	16	22	18	21	29	18	14	21	9	15	13	23	18	22	18	10	21	15	19	13	24
WEIGHTED SAMPLE SIZE (#)	**833**	**101**	**333**	**92**	**19**	**265**	**24**	**833**	**346**	**487**	**71**	**141**	**196**	**420**	**30**	**181**	**194**	**265**	**220**	**246**	**356**	**463**	**321**
UNWEIGHTED SAMPLE SIZE (#)	882	127	284	71	42	307	101	932	391	541	84	142	222	480	36	177	227	291	237	286	401	503	371
MEAN	10	11	14	6	3	7	4	10	12	9	9	12	9	10	24	7	6	9	13	12	7	10	10

TABLE q42f2:

Other expenditures: $

		REGION						VISITED NS	GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Personal effects	15	16	16	9	20	13	43	15	21	10	17	22	22	10	16	13	17	16	9	20	15	15	16
Transportation	10	11	14	0	0	7	4	10	7	12	1	11	11	11	0	6	14	9	12	11	8	9	12
Merchandise/Gifts/Souvenirs	6	0	7	0	20	13	4	6	6	7	0	9	2	10	0	12	10	2	11	11	3	9	7
Food/Beverage	6	1	10	0	15	4	4	6	5	7	1	6	5	8	10	9	5	5	11	6	4	7	6
Entertainment/Attractions	4	6	3	0	0	6	0	4	6	3	6	4	1	5	0	0	6	5	3	2	7	2	5
Clothing/Shopping	3	0	5	4	0	2	4	3	5	1	2	5	1	4	0	4	2	4	0	2	6	3	4
All inclusive	3	0	4	0	2	2	0	3	0	5	0	0	0	5	27	0	0	2	6	0	2	0	7
Other	3	6	3	0	0	0	22	3	3	2	1	0	0	3	5	6	1	1	1	3	0	0	7
Don't know/Nothing in particular	52	60	41	67	42	58	30	52	51	52	79	48	59	46	37	51	47	61	40	49	57	58	39
WEIGHTED SAMPLE SIZE (#)	**186**	**20**	**64**	**14**	**3**	**59**	**5**	**186**	**86**	**100**	**18**	**47**	**30**	**88**	**10**	**30**	**33**	**73**	**44**	**66**	**73**	**110**	**66**
UNWEIGHTED SAMPLE SIZE (#)	198	25	68	12	8	62	23	198	91	107	26	42	36	92	8	34	44	80	46	67	82	117	67

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TABLE 42 (total):

In total, how much did you, and those in your immediate party, spend per day, in Canadian dollars (including credit card purchases) during your vacation this summer in Nova Scotia? Verify total amount per day

		REGION						VISITED NS	GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
None	4	6	3	4	3	5	1	4	2	5	2	2	5	4	9	3	3	1	5	4	3	4	4
$1 - $99	10	9	12	3	11	11	18	10	11	10	16	7	7	12	7	18	5	9	4	17	10	9	12
$100 - $149	10	8	11	8	10	9	16	10	6	12	15	9	8	10	11	11	17	6	12	12	7	8	12
$150 - $199	12	15	11	13	14	11	14	12	13	11	12	13	15	10	18	16	10	11	12	13	11	12	12
$200 - $499	46	52	44	47	41	46	37	46	52	42	44	46	52	44	41	38	49	57	47	41	50	51	41
$500 or more	8	5	8	16	10	7	6	8	9	8	6	13	6	8	12	9	7	10	10	5	9	9	8
Don't know/No answer	10	5	11	8	11	10	9	10	7	11	5	11	6	11	1	8	9	6	10	8	10	7	12
WEIGHTED SAMPLE SIZE (#)	**833**	**101**	**333**	**92**	**19**	**265**	**24**	**833**	**346**	**487**	**71**	**141**	**196**	**420**	**30**	**161**	**194**	**265**	**220**	**245**	**355**	**462**	**321**
UNWEIGHTED SAMPLE SIZE (#)	932	127	284	71	42	307	101	932	391	541	84	142	222	480	36	177	227	291	237	285	401	503	371
MEAN	263	242	257	348	240	255	221	263	268	259	225	281	253	269	329	245	256	289	273	233	278	263	268

TABLE 43:

What, if any, influence did the exchange rate between the Canadian dollar and the U.S. dollar have on your decision to vacation in Nova Scotia? Would you say the exchange rate was:

		REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Critically important	25	17	23	55	5	3	9	16	21	25	25	13	20	26	26	35	36	26	15	38	23	17	24	27
Important, but not critical	18	10	18	16	28	21	26	24	18	17	20	27	17	21	16	11	18	17	21	12	18	23	20	18
Not very important	10	6	6	7	11	17	11	13	9	10	10	10	9	9	11	8	10	10	10	8	11	11	10	11
Not at all important	42	62	50	16	52	56	52	45	49	43	42	48	48	40	41	36	32	43	51	38	44	46	43	41
Don't know/No answer	4	4	3	6	4	3	2	2	4	4	4	1	1	4	5	11	4	3	3	5	4	3	3	5
WEIGHTED SAMPLE SIZE (#)	**2480**	**129**	**669**	**762**	**80**	**812**	**67**	**833**	**1282**	**1106**	**1374**	**198**	**397**	**597**	**1267**	**129**	**573**	**618**	**647**	**692**	**758**	**967**	**1271**	**1024**
UNWEIGHTED SAMPLE SIZE (#)	2449	167	575	458	101	864	284	932	1322	1090	1359	191	381	591	1269	117	542	604	675	657	756	993	1262	1018

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TABLE 46a:

As a result of contacting Nova Scotia by their Toll-Free number, by e-mail or regular mail, did you obtain any of the following vacation information? The 400 page(250 pages) Doers & Dreamers Travel Guide

		REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Yes	76	91	82	71	82	73	74	88	71	75	77	86	79	77	73	73	78	75	78	77	76	76	79	73
No	15	7	13	20	11	16	15	8	18	16	14	9	13	14	17	19	16	18	13	16	15	14	14	16
Can't recall	9	2	6	10	8	12	11	4	11	9	9	4	8	9	10	8	6	7	9	8	9	10	7	10
WEIGHTED SAMPLE SIZE (#)	**3276**	**158**	**1008**	**823**	**74**	**1121**	**92**	**833**	**1326**	**1447**	**1829**	**271**	**509**	**768**	**1707**	**221**	**783**	**789**	**772**	**960**	**1016**	**1220**	**1664**	**1384**
UNWEIGHTED SAMPLE SIZE (#)	3276	208	876	490	143	1172	387	932	1361	1435	1841	261	492	769	1731	207	764	779	808	925	1029	1256	1651	1391

TABLE 46b:

As a result of contacting Nova Scotia by their Toll-Free number, by e-mail or regular mail, did you obtain any of the following vacation information? Map of Nova Scotia

		REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Yes	71	79	72	60	82	76	79	84	71	72	70	65	68	70	73	67	72	68	76	69	70	73	70	73
No	21	18	21	31	11	15	13	14	20	21	21	29	26	21	18	23	23	24	16	24	22	18	22	19
Can't recall	8	3	8	9	7	9	8	2	9	7	9	6	7	9	8	10	5	8	9	7	8	9	8	8
WEIGHTED SAMPLE SIZE (#)	**3276**	**158**	**1008**	**823**	**74**	**1121**	**92**	**833**	**1326**	**1447**	**1829**	**271**	**509**	**768**	**1707**	**221**	**783**	**789**	**772**	**960**	**1016**	**1220**	**1664**	**1384**
UNWEIGHTED SAMPLE SIZE (#)	3276	208	876	490	143	1172	387	932	1361	1435	1841	261	492	769	1731	207	764	779	808	925	1029	1256	1651	1391

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TABLE 47a:

How useful was this information [to you in planning your vacation in Nova Scotia]? Beginning with: Doers & Dreamers Travel Guide, would you say this information was:

		REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Very useful	75	76	78	69	88	75	78	80	74	77	73	68	78	73	77	71	74	78	76	75	74	76	77	74
Somewhat useful	17	18	16	18	7	18	14	14	17	17	17	26	15	19	15	22	17	17	17	15	17	18	17	18
Not very useful	2	3	2	3	1	2	2	3	2	2	2	2	2	2	2	0	2	2	3	3	2	1	2	2
Not at all useful	1	1	1	1	0	2	1	2	1	1	2	1	1	2	1	0	2	1	1	1	1	1	1	1
Don't know/No answer	5	2	4	9	4	3	5	1	6	3	6	3	3	3	6	7	6	2	3	5	6	3	3	7
WEIGHTED SAMPLE SIZE (#)	**2494**	**144**	**823**	**582**	**61**	**816**	**68**	**730**	**940**	**1086**	**1408**	**234**	**460**	**587**	**1249**	**161**	**609**	**583**	**682**	**736**	**776**	**525**	**1311**	**1017**
UNWEIGHTED SAMPLE SIZE (#)	2523	188	713	384	116	854	268	824	965	1080	1443	219	368	605	1283	151	587	594	833	710	794	871	1305	1041

TABLE 47b:

How useful was this information [to you in planning your vacation in Nova Scotia]? Beginning with: Map of Nova Scotia, would you say this information was:

		REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Very useful	76	76	80	75	85	73	74	82	73	79	74	74	80	73	77	74	73	79	78	77	75	77	77	77
Somewhat useful	15	20	14	13	10	17	21	14	17	15	16	19	12	20	14	18	16	15	17	12	17	16	16	14
Not very useful	2	1	1	2	1	2	1	2	1	1	2	2	1	2	1	0	2	1	1	2	2	1	2	1
Not at all useful	2	1	1	2	1	3	1	1	2	1	2	1	3	1	1	0	3	1	1	1	3	1	2	1
Don't know/No answer	5	2	4	9	3	5	3	1	7	4	6	4	3	4	6	8	6	4	4	8	4	4	3	7
WEIGHTED SAMPLE SIZE (#)	**2323**	**125**	**724**	**491**	**61**	**849**	**73**	**699**	**936**	**1046**	**1277**	**176**	**344**	**531**	**1249**	**148**	**580**	**535**	**583**	**666**	**714**	**891**	**1183**	**1016**
UNWEIGHTED SAMPLE SIZE (#)	2431	169	638	304	117	896	307	758	982	1084	1347	178	350	562	1324	140	569	559	622	682	750	954	1195	1076

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TABLE 48:

What, if any, other specific information would you have liked to to receive on the province of Nova Scotia?

	Wgt Overall	REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
More information on accommodations	6	4	5	6	3	6	5	2	7	5	6	7	7	4	5	4	6	4	7	6	6	5	6	5
More detailed map/map of area	4	2	4	6	7	3	4	5	3	4	4	3	5	6	3	3	4	5	4	4	4	5	5	4
Information on attractions/historic sites	4	1	3	5	2	3	3	2	4	3	4	2	3	3	4	4	3	5	3	5	2	4	4	4
More campground information	3	3	2	5	1	2	1	2	3	2	3	2	4	2	3	2	3	5	2	3	3	2	2	3
Information on local festivals and events	2	3	1	2	6	2	4	1	3	2	2	1	2	1	2	1	1	3	2	2	2	2	2	2
Information on Bed and Breakfasts	2	1	1	3	0	2	1	1	2	2	2	4	2	2	2	0	2	3	2	1	2	2	2	1
Restaurants/Food	1	2	2	1	1	1	2	1	1	1	2	1	1	1	2	1	1	1	2	1	1	1	1	2
Transportation options to/within NS	1	0	0	1	0	2	0	1	2	1	1	2	1	2	1	1	1	2	1	1	1	1	2	1
Ferry information	1	2	1	0	0	2	1	1	1	2	1	1	1	2	1	2	1	1	2	1	1	1	1	1
Packages/Coupons	1	4	1	2	0	0	1	1	1	1	1	4	2	0	1	3	1	1	1	1	1	2	1	1
Outdoor activities/Recreation	1	2	1	1	1	1	1	1	1	2	0	1	1	2	1	2	1	1	1	1	1	1	1	1
Sightseeing information	1	0	1	0	0	1	0	0	0	1	1	0	1	0	1	0	1	1	0	1	0	1	1	0
Family/children oriented activities	1	1	1	1	1	1	0	0	1	0	1	3	1	0	0	1	0	1	1	1	0	1	1	0
Fishing/Hunting information	0	0	1	0	1	1	1	0	1	1	0	0	0	1	0	0	1	0	0	1	1	0	1	0
Travel information between areas/Markings/ Mileage	0	0	0	0	0	1	1	0	0	1	0	0	1	1	0	0	1	0	0	1	1	0	0	1
More information on Cape Breton	0	1	0	1	1	0	1	0	1	1	0	2	0	0	1	0	1	0	0	0	1	0	0	0
Satisfied with information received	0	0	0	0	1	1	0	1	0	0	0	0	0	0	1	0	1	0	0	1	0	0	1	0
More specific information	0	0	1	0	0	0	1	0	0	0	1	0	1	0	0	0	0	1	0	1	0	0	0	0
More information about heritage and culture	0	0	0	0	0	1	2	0	1	1	0	0	1	1	0	0	0	1	0	0	0	1	0	0
Information on tours/bus tours	0	0	1	0	0	0	1	0	1	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0
Provincial/National Parks	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	2	0	0	0	0	0	0	1	0
Include pictures/posters with information	0	1	0	0	0	0	0	0	0	0	0	1	1	0	0	1	0	1	0	0	1	0	0	0
Hiking/Cycling trails/Information	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0
Golf/Golfing excursions	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
Information on pricing/Exchange rate	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0
Crafts/Local art/Art galleries	0	0	0	0	1	0	1	1	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0
More timely information/Do not receive information	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
A video/CD	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0
Improve layout of information/Too confusing	0	1	0	0	0	0	1	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0
General information	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0
Whale watching information	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0
English/French literature	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0
Land ownership/Real estate	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Information for seniors/Disability access	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Genelogy information	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Doers and Dreamers Guide	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

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TABLE 48:

What, if any, other specific information would you have liked to to receive on the province of Nova Scotia?

(cont.)

	Wgt Overall	REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Information on music/theatre/entertainment/concerts	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Weather conditions during each month/season	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Off season information	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Information on shopping/markets	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Regulations (tax reinbursement, fishing license, green card)	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	4	4	4	4	3	3	3	4	4	4	4	6	4	4	3	5	3	5	3	3	5	4	4	4
Nothing	69	68	70	67	74	69	70	74	69	70	68	64	67	70	70	66	64	67	71	68	69	70	69	69
Don't know/No answer	5	3	4	6	3	6	6	3	4	5	5	5	3	4	6	10	7	4	2	7	4	4	4	6
WEIGHTED SAMPLE SIZE (#)	**2689**	**151**	**985**	**679**	**69**	**974**	**82**	**798**	**1115**	**1266**	**1594**	**251**	**448**	**661**	**1478**	**183**	**783**	**680**	**689**	**837**	**884**	**1072**	**1463**	**1202**
UNWEIGHTED SAMPLE SIZE (#)	2897	198	785	415	132	1022	345	896	1158	1266	1631	241	439	685	1512	175	687	682	729	817	901	1125	1471	1226

TABLE 49:

Did you use an on-line service, like the Internet, in order to obtain travel or tourism information when planning your most recent vacation in Nova Scotia (answer from Q#9)?

	Wgt Overall	REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Yes	38	50	40	28	35	42	33	50	41	39	37	54	54	44	28	15	29	41	55	28	39	46	47	26
No	61	50	59	70	65	57	67	50	59	60	62	46	45	55	71	85	70	58	44	72	60	53	52	73
Don't know/No answer	1	0	1	2	0	1	1	1	0	1	1	0	1	1	1	0	2	1	1	0	2	1	1	1
WEIGHTED SAMPLE SIZE (#)	**3276**	**188**	**1008**	**823**	**74**	**1121**	**92**	**833**	**1326**	**1447**	**1829**	**271**	**509**	**758**	**1707**	**221**	**783**	**789**	**772**	**960**	**1016**	**1220**	**1654**	**1384**
UNWEIGHTED SAMPLE SIZE (#)	3276	208	876	490	143	1172	387	932	1361	1435	1841	261	492	769	1731	207	764	779	808	925	1029	1256	1651	1391

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TABLE 49a:

Did you visit NovaScotia.com or explorens.com, Nova Scotia's official tourism websites?

	Wgt Overall	REGION						VISITED NS		GENDER		AGE				INCOME					EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Yes	28	40	31	21	19	30	28	43	27	30	27	41	38	36	20	13	21	31	42	21	27	36	36	19
No	65	51	62	73	74	63	68	50	68	64	67	55	59	59	74	83	73	64	51	74	66	57	58	75
Don't know/No answer	7	8	7	6	7	7	5	7	5	6	7	4	12	5	6	4	6	5	7	5	7	7	7	6
WEIGHTED SAMPLE SIZE (#)	**3276**	**168**	**1008**	**823**	**74**	**1121**	**92**	**833**	**1326**	**1447**	**1829**	**271**	**809**	**768**	**1707**	**321**	**783**	**789**	**772**	**980**	**1016**	**1220**	**1654**	**1384**
UNWEIGHTED SAMPLE SIZE (#)	3276	208	876	490	143	1172	387	932	1361	1435	1841	261	492	769	1731	207	764	779	808	925	1029	1256	1651	1391

TABLE 49b:

How did the Nova Scotia Website compare to other tourism websites you have visited? Was the Nova Scotia tourism website [READ RESPONSES] than other tourism websites you have seen?

	Wgt Overall	REGION						VISITED NS		GENDER		AGE				INCOME					EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Better	29	25	27	22	44	36	29	28	29	31	28	33	24	28	33	43	26	30	29	25	31	31	29	30
No different	56	67	57	61	38	52	54	59	54	57	56	61	61	60	49	42	59	55	58	63	57	53	58	53
Worse	2	2	3	1	0	2	2	2	2	2	2	0	5	1	1	0	1	0	3	1	1	3	1	2
Nothing to compare it to	5	4	5	7	5	4	4	6	4	3	6	5	4	3	5	12	4	5	3	3	6	4	4	7
Don't know/No answer	8	2	9	10	13	7	11	5	11	7	9	1	5	8	11	4	7	10	7	7	6	10	8	8
WEIGHTED SAMPLE SIZE (#)	**921**	**64**	**313**	**171**	**14**	**333**	**25**	**355**	**364**	**436**	**486**	**112**	**191**	**271**	**343**	**28**	**186**	**244**	**322**	**201**	**272**	**438**	**588**	**262**
UNWEIGHTED SAMPLE SIZE (#)	1000	76	273	140	31	373	107	394	405	456	544	120	213	298	365	30	180	251	363	197	318	472	646	276

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TABLE 49c:

As a result of the September 11th attacks on the United States last year, what effect if any, did that incident have on your vacation plans this year? Did you:

	Wgt Overall	REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Eliminated your vacation plans	3	2	4	2	4	3	3	1	3	2	4	2	1	4	4	4	3	4	3	4	3	3	3	4
Reduced your vacation plans	6	5	6	2	11	9	6	4	8	6	6	5	6	8	6	6	4	6	8	3	6	8	6	6
Made no changes to your vacation plans	67	76	70	60	69	69	67	82	73	71	64	73	70	64	67	54	59	67	76	62	66	72	71	64
Did you have no vacation previously planned	17	15	15	25	11	14	19	8	12	14	20	15	17	19	17	30	25	18	8	24	19	11	15	19
Changed plans, but did not reduce	3	1	3	2	3	3	3	3	3	3	3	2	4	3	2	1	3	4	3	3	3	3	3	2
Don't know/No answer	4	1	2	10	2	1	1	2	2	4	4	3	2	2	5	6	6	2	2	4	3	3	2	5
WEIGHTED SAMPLE SIZE (#)	**3276**	**158**	**1058**	**823**	**74**	**1121**	**92**	**833**	**1326**	**1447**	**1829**	**271**	**509**	**758**	**1707**	**221**	**783**	**789**	**772**	**960**	**1016**	**1220**	**1654**	**1384**
UNWEIGHTED SAMPLE SIZE (#)	3276	208	876	490	143	1172	387	932	1361	1435	1841	261	492	769	1731	207	764	779	808	925	1029	1256	1651	1391

TABLE 50:

Gender (by observation):

	Wgt Overall	REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Male	44	36	39	48	49	47	46	42	47	100	0	31	36	39	51	29	46	44	51	43	42	47	42	51
Female	56	64	61	52	51	53	54	58	53	0	100	69	64	61	49	71	52	56	49	57	58	53	58	49
WEIGHTED SAMPLE SIZE (#)	**3276**	**158**	**1058**	**823**	**74**	**1121**	**92**	**833**	**1326**	**1447**	**1829**	**271**	**509**	**758**	**1707**	**221**	**783**	**789**	**772**	**960**	**1016**	**1220**	**1654**	**1384**
UNWEIGHTED SAMPLE SIZE (#)	3276	208	876	490	143	1172	387	932	1361	1435	1841	261	492	769	1731	207	764	779	808	925	1029	1256	1651	1391

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TABLE 51:

In which of the following categories does your age fall? Are you:

	Wgt Overall	REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
18-24	2	4	2	2	1	1	1	1	2	1	3	21	0	0	0	7	2	1	1	2	2	1	2	0
25-34	7	20	7	8	1	4	2	7	6	5	8	79	0	0	0	5	8	7	7	5	6	8	10	1
35-44	16	24	19	17	11	11	6	17	17	13	18	0	100	0	0	8	13	20	19	12	18	16	26	1
45-54	23	21	22	26	19	24	16	24	24	20	25	0	0	100	0	16	14	28	35	20	22	27	36	8
55-64	26	19	27	27	37	26	27	26	26	28	25	0	0	0	51	20	27	26	26	29	26	25	21	35
65+	26	12	22	20	32	34	47	24	25	32	21	0	0	0	49	43	36	18	12	33	24	22	4	55
Refused	1	0	1	2	0	1	1	1	1	1	1	0	0	0	0	1	0	0	0	0	0	0	0	1
WEIGHTED SAMPLE SIZE (#)	**3276**	**168**	**1008**	**823**	**74**	**1121**	**92**	**833**	**1326**	**1447**	**1829**	**271**	**509**	**758**	**1707**	**221**	**783**	**789**	**772**	**960**	**1016**	**1220**	**1654**	**1384**
UNWEIGHTED SAMPLE SIZE (#)	3276	208	876	490	143	1172	387	932	1361	1435	1841	261	492	769	1731	207	764	779	808	925	1029	1256	1651	1391

TABLE 52:

Which of the following best describes your present employment status? Are you:

	Wgt Overall	REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Employed full-time, that is, at least 30 hours per week	42	49	44	43	39	41	25	49	42	45	40	66	72	67	19	19	31	48	65	32	44	50	83	0
Employed part-time, that is, less than 30 hours per week	8	10	10	8	10	7	6	8	9	3	12	10	12	10	6	10	10	8	8	8	10	7	17	0
Not employed, but actively looking for full-time work	1	1	0	2	0	1	0	1	1	1	1	3	1	3	0	3	2	1	0	2	1	1	0	2
Not employed, but actively looking for part-time work	0	1	1	0	0	0	1	0	0	0	0	1	1	1	0	0	1	0	1	1	0	0	0	1
Retired	41	30	39	38	47	44	62	37	40	47	36	2	1	11	72	58	50	37	21	50	38	36	0	97
Student	1	3	1	2	0	1	2	1	1	1	2	11	2	0	0	5	2	1	0	1	2	1	0	0
Not actively looking for work	5	5	5	5	4	5	4	4	5	2	8	7	10	7	2	5	5	4	5	6	5	4	0	0
Refused	1	2	1	3	0	0	1	1	1	1	1	0	1	1	0	0	0	0	0	0	1	1	0	0
WEIGHTED SAMPLE SIZE (#)	**3276**	**168**	**1008**	**823**	**74**	**1121**	**92**	**833**	**1326**	**1447**	**1829**	**271**	**509**	**758**	**1707**	**221**	**783**	**789**	**772**	**960**	**1016**	**1220**	**1654**	**1384**
UNWEIGHTED SAMPLE SIZE (#)	3276	208	876	490	143	1172	387	932	1361	1435	1841	261	492	769	1731	207	764	779	808	925	1029	1256	1651	1391

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TABLE 53:

What is the highest level of education you have completed?

	Wgt Overall	REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT $25K	$25K-$49K	$50K-$74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Less than high school	5	6	6	10	3	1	4	4	4	6	5	2	2	2	9	20	8	2	2	19	0	0	3	9
Graduated high school	24	18	25	28	25	20	23	23	22	23	25	21	21	23	26	38	35	21	12	81	0	0	21	27
Graduated community/technical college	22	20	21	22	17	25	19	20	24	20	24	23	30	24	20	18	24	26	20	0	72	0	25	19
Some university	9	15	8	4	13	11	11	9	8	9	9	10	7	6	10	7	9	9	9	0	28	0	7	9
Graduated university (undergraduate)	24	23	23	28	22	21	19	26	26	25	23	36	24	27	21	13	16	26	36	0	0	64	27	20
Graduate/professional school/degree	14	17	13	3	19	20	21	17	14	15	12	9	15	17	12	2	6	15	21	0	0	36	16	12
Refused	2	1	3	4	0	2	2	2	2	2	2	1	2	1	2	1	2	1	0	0	0	0	1	3
WEIGHTED SAMPLE SIZE (#)	**3276**	**158**	**1008**	**823**	**74**	**1121**	**92**	**833**	**1326**	**1447**	**1829**	**271**	**509**	**758**	**1707**	**221**	**783**	**789**	**772**	**960**	**1016**	**1220**	**1654**	**1384**
UNWEIGHTED SAMPLE SIZE (#)	3276	208	876	490	143	1172	387	932	1361	1435	1841	261	492	769	1731	207	764	779	808	925	1029	1256	1651	1391

TABLE 54:

Which of the following broad income categories best describes your total household income before taxes last year? Was it:

	Wgt Overall	REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
		ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18-34	35-44	45-54	55+	LT $25K	$25K-$49K	$50K-$74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
Less than $25,000	7	7	6	9	12	6	5	4	4	4	9	9	4	5	8	100	0	0	0	13	6	3	4	10
Between $25,000 and $49,999	24	27	23	32	26	18	27	19	22	26	22	30	20	14	29	0	100	0	0	35	25	14	19	30
Between $50,000 and $74,999	24	19	22	28	27	25	22	23	26	24	24	22	31	29	21	0	0	100	0	19	27	26	27	22
Between $75,000 and $99,999	12	13	12	10	11	14	9	17	14	14	11	14	14	17	10	0	0	0	52	6	13	17	17	7
$100,000 or more	11	5	13	6	12	14	13	15	13	13	10	9	14	19	8	0	0	0	48	4	9	19	17	5
Refused	19	23	22	12	9	22	23	20	19	17	21	14	16	15	23	0	0	0	0	19	18	19	15	24
Don't know/No opinion	2	2	2	3	3	2	1	3	1	2	3	2	1	2	2	0	0	0	0	3	2	1	1	3
WEIGHTED SAMPLE SIZE (#)	**3276**	**158**	**1008**	**823**	**74**	**1121**	**92**	**833**	**1326**	**1447**	**1829**	**271**	**509**	**758**	**1707**	**221**	**783**	**789**	**772**	**960**	**1016**	**1220**	**1654**	**1384**
UNWEIGHTED SAMPLE SIZE (#)	3276	208	876	490	143	1172	387	932	1361	1435	1841	261	492	769	1731	207	764	779	808	925	1029	1256	1651	1391

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-By Market-

TABLE 55:

And finally, how many vacations or pleasure trips of at least three days in length and more than 100 miles (160km) from your home did you take in the past 12 months?

		REGION						VISITED NS		GENDER		AGE				INCOME				EDUCATION			EMPLOY	
	Wgt Overall	ATL CAN	ONT	QUE	MAINE	NEW ENG/ MID ATL	OTHER	YES	NO	MALE	FEMALE	18- 34	35- 44	45- 54	55+	LT $25K	$25K- $49K	$50K- $74K	$75K+	< H.S.	SOME P.S.	GRAD P.S.	EMPL	NOT EMPL
None	13	8	16	17	15	9	13	1	2	11	14	17	13	12	13	30	16	11	6	22	12	8	12	14
1	22	17	25	21	21	21	18	22	19	19	25	31	25	23	19	32	25	24	17	23	25	20	25	18
2	20	20	23	18	24	20	19	24	22	19	21	22	20	20	20	13	19	21	21	19	21	21	20	19
3	19	23	17	18	14	21	19	22	24	21	17	14	22	21	18	12	18	19	25	15	19	22	20	17
4 or more	24	31	18	21	26	28	30	29	32	28	20	16	19	23	27	10	18	25	31	18	22	29	21	28
Don't know/No answer	3	1	1	6	0	2	1	2	1	3	2	0	1	1	3	4	3	1	1	4	1	1	1	3
WEIGHTED SAMPLE SIZE (#)	**3276**	**168**	**1008**	**823**	**74**	**1121**	**92**	**833**	**1326**	**1447**	**1829**	**271**	**509**	**758**	**1707**	**221**	**783**	**789**	**772**	**960**	**1016**	**1220**	**1654**	**1384**
UNWEIGHTED SAMPLE SIZE (#)	3276	208	876	490	143	1172	387	932	1361	1435	1841	261	492	769	1731	207	764	779	808	925	1029	1256	1651	1391
MEAN	3	3	2	3	3	3	3	3	3	3	2	2	3	3	3	1	2	3	3	2	3	3	3	3

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- By Media -

TABLE 1:

Before we begin, do you recall how you first become aware of the Toll-Free number, website, or business reply card for Nova Scotia?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Magazine ad	25	25	10	39	8	5	46	15	37	35	23	8	30	7	8	47
Newspaper ad	13	17	52	9	4	6	2	18	13	18	19	56	10	6	2	2
Internet	13	7	12	6	8	62	9	14	6	10	6	9	5	9	6	9
Television ad	12	11	7	6	58	8	2	11	9	7	14	10	8	60	64	2
Direct mailing	6	8	1	3	1	1	6	5	5	1	10	2	5	2	0	6
AAA/CAA	4	2	0	7	1	1	8	6	2	3	2	0	8	0	1	9
Friend/relative	3	3	1	3	2	5	0	8	4	1	3	0	4	2	4	0
Tourist Bureau	2	3	2	2	1	1	0	2	2	5	3	1	1	0	3	0
Doer and Dreamers Guide/Tourism book	2	2	0	1	1	1	0	2	3	3	0	0	1	2	0	0
Been there before/Previous use	1	1	0	1	1	1	0	0	1	0	0	0	2	1	2	0
On the ferry	1	0	0	0	0	0	0	6	0	0	0	0	0	0	0	0
Brochure	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0
Operator/Directory assistance	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Travel agent	0	0	1	0	0	0	0	0	0	1	0	0	0	0	0	0
Radio ad	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
Phone book	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0
Other	2	3	3	1	4	1	2	3	1	1	4	2	1	1	4	2
Can't recall/Don't know	16	16	10	19	10	9	23	10	18	16	14	11	23	10	7	23
WEIGHTED SAMPLE SIZE (#)	**3276**	**1541**	**86**	**759**	**187**	**331**	**152**	**220**	**295**	**164**	**562**	**42**	**304**	**64**	**73**	**150**
UNWEIGHTED SAMPLE SIZE (#)	**3276**	**1163**	**195**	**687**	**466**	**286**	**87**	**392**	**384**	**117**	**445**	**84**	**109**	**91**	**162**	**47**

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- By Media -

TABLE 2:

Can you tell me which of the following statements best describes your vacation plans before you contacted Nova Scotia to inquire about vacation information?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
You had already made commitments and/or reservations in Nova Scotia	7	7	9	4	8	15	4	10	6	4	8	13	4	6	12	4
You were strongly considering a vacation in Nova Scotia	36	34	35	35	41	44	28	38	34	27	31	36	43	49	40	28
You were thinking about Nova Scotia as a possible vacation destination among other options	44	41	42	51	43	36	59	46	54	52	38	43	43	38	42	60
You were not considering a vacation in Nova Scotia	7	7	7	7	6	4	6	3	4	12	7	5	5	5	5	6
Don't know/No response	6	10	7	3	2	2	2	3	2	6	15	3	5	2	1	2
WEIGHTED SAMPLE SIZE (#)	**3276**	**1541**	**86**	**759**	**187**	**331**	**152**	**220**	**295**	**164**	**562**	**42**	**304**	**64**	**73**	**150**
UNWEIGHTED SAMPLE SIZE (#)	**3276**	**1163**	**195**	**687**	**466**	**286**	**87**	**392**	**384**	**117**	**445**	**84**	**109**	**91**	**162**	**47**

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- By Media -

TABLE 3:

At the time of your request for information about Nova Scotia, what, if any, other destinations were you also considering as alternatives to Nova Scotia?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
New Brunswick	23	25	31	19	21	24	13	23	10	22	31	29	32	20	21	13
Prince Edward Island	22	21	22	22	30	25	13	28	16	15	22	30	34	36	31	13
Quebec	10	11	15	10	5	8	6	12	9	14	13	11	12	7	1	6
Newfoundland & Labrador	9	9	8	8	10	10	4	11	3	9	10	10	11	5	15	4
Maine	6	4	5	9	2	10	4	5	11	11	1	6	3	0	1	4
Other U.S.	5	5	3	7	3	4	11	3	12	4	3	0	1	0	1	11
New England excl Maine (NH,VT,MA,RI,CT)	5	4	3	6	2	4	11	5	7	7	2	1	1	2	0	11
Ontario	4	4	3	5	6	4	6	6	4	5	4	6	7	5	5	6
Other Canadian	3	3	7	4	4	3	4	1	1	5	5	1	4	2	2	4
British Columbia	3	3	1	3	5	3	4	2	2	4	5	1	3	2	8	4
Florida	3	3	3	2	2	1	6	1	3	3	3	2	1	1	4	6
Europe/Continental Europe	2	2	1	2	1	2	11	2	1	0	2	3	3	1	1	11
Cape Breton Island	2	1	0	2	4	2	0	3	0	0	1	0	4	2	7	0
Mid-Atlantic (NY, NJ, PA)	1	1	1	2	1	1	2	2	2	4	1	1	0	2	2	2
Caribbean	1	1	1	1	1	0	4	0	3	1	1	1	1	1	1	4
Alaska	1	1	0	3	1	1	2	0	3	2	0	0	1	0	0	2
Alberta	1	2	2	1	2	0	0	0	0	1	2	1	1	2	2	0
United Kingdom/UK	1	1	0	1	2	0	0	1	2	1	0	0	0	3	2	0
Mexico	0	0	0	0	1	0	0	1	0	0	0	0	0	0	1	0
Cuba	0	0	1	0	0	0	0	0	0	0	1	1	0	1	0	0
Las Vegas	0	0	0	0	0	0	0	1	0	2	0	0	0	0	0	0

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2002 Advertising Evaluation Study

- By Media -

TABLE 3:

At the time of your request for information about Nova Scotia, what, if any, other destinations were you also considering as alternatives to Nova Scotia?

(cont.)

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Europe	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	2
Arizona	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
Other	5	4	3	7	4	3	15	2	5	6	4	1	6	2	4	15
None	29	27	24	27	34	38	34	31	33	29	24	26	21	39	26	34
Don't know/Can't recall	3	4	5	3	0	1	2	1	2	4	5	5	4	0	0	2
WEIGHTED SAMPLE SIZE (#)	**3276**	**1541**	**86**	**759**	**187**	**331**	**152**	**220**	**295**	**164**	**562**	**42**	**304**	**64**	**73**	**150**
UNWEIGHTED SAMPLE SIZE (#)	**3276**	**1163**	**195**	**687**	**466**	**286**	**87**	**392**	**384**	**117**	**445**	**84**	**109**	**91**	**162**	**47**

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- By Media -

TABLE 4:

Did you take a vacation of at least three days in length and more than 100 miles (160km) from your home in the past six months?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Yes	66	61	70	65	63	82	75	72	72	65	55	79	57	64	59	74
No	31	34	27	32	36	18	25	24	28	34	36	20	37	34	41	26
Don't know/Can't recall	3	4	3	3	1	1	0	3	0	1	9	2	6	2	0	0
WEIGHTED SAMPLE SIZE (#)	3276	1541	86	759	187	331	152	220	295	164	562	42	304	64	73	150
UNWEIGHTED SAMPLE SIZE (#)	3276	1163	195	687	466	286	87	392	384	117	445	84	109	91	162	47

TABLE 5:

Did you spend any portion of your vacation in Nova Scotia in the past six months?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Yes	39	35	42	30	48	66	21	46	29	22	33	55	33	59	47	20
No	61	65	58	70	52	34	79	54	71	78	67	45	67	41	53	80
WEIGHTED SAMPLE SIZE (#)	2159	943	60	495	118	271	113	160	212	107	308	33	174	40	43	111
UNWEIGHTED SAMPLE SIZE (#)	2293	745	142	493	297	233	67	316	275	75	265	66	68	57	96	35

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- By Media -

TABLE 6:

What were the principal reasons you chose not to vacation in Nova Scotia this summer?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Other commitments/Other plans/Decided to go elsewhere	28	27	24	33	27	24	18	32	37	32	24	21	33	35	25	18
Takes too long/Not enough time	23	27	31	20	18	21	15	16	24	15	27	31	23	18	14	14
Personal (illness, family problems, etc.)	15	16	14	13	17	17	7	15	10	9	20	24	14	18	24	7
Plan to vacation at a later time	10	8	7	12	9	9	21	9	5	11	6	4	14	6	12	21
Too far to travel	8	8	9	10	7	11	7	8	6	10	5	11	11	3	0	7
Didn't work out/Not convenient	6	4	4	4	5	9	21	3	4	4	3	6	3	11	0	21
Too expensive	4	3	5	4	13	5	7	6	3	4	2	4	6	21	10	7
Already been to Nova Scotia/Lived in Nova Scotia	3	3	4	1	4	3	4	5	5	1	5	0	0	0	8	4
Not enough money	3	2	3	3	8	1	4	1	2	6	3	0	3	6	8	4
Not enough information	2	2	4	2	1	3	7	1	2	2	3	8	2	0	2	7
Poor weather/Too cold	2	1	1	2	1	4	4	6	1	0	2	3	3	0	2	4
Didn't go anywhere this summer	2	2	3	2	1	1	0	0	1	3	3	0	1	0	2	0
No plans/Not interested	1	0	0	1	1	0	7	0	0	0	0	0	0	0	2	7
Too hard to get there	1	1	3	0	1	1	0	3	0	1	2	0	0	3	0	0
No attractions/Nothing to do	1	1	0	0	0	1	0	4	2	0	0	0	0	0	0	0
Lack of/No accommodations available	1	0	2	1	0	2	0	0	1	2	0	4	0	0	0	0
Ordered information for someone else	0	1	0	0	0	2	0	1	1	0	0	0	0	0	0	0
No particular reason	0	0	3	0	0	1	0	0	0	1	0	0	0	0	0	0
Terrorist attacks/September 11	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0
Other	3	3	0	4	4	3	4	2	2	5	1	0	3	0	0	4
Don't know/No answer	3	3	1	4	2	1	0	4	5	5	0	0	5	3	2	0

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- By Media -

TABLE 6:

What were the principal reasons you chose not to vacation in Nova Scotia this summer?

(cont.)

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
WEIGHTED SAMPLE SIZE (#)	1326	613	35	349	62	91	90	86	150	83	207	15	117	17	23	89
UNWEIGHTED SAMPLE SIZE (#)	1361	480	80	327	173	85	37	179	153	60	162	31	38	29	51	28

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TABLE 7:

In what month, did you vacation in Nova Scotia, for you most recent vacation?

	Wgt Overall	Media						Source	ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR									
April 2002	0	0	2	1	0	0	0	0	0	0	1	3	2	0	0	0
May 2002	1	2	0	0	1	0	0	2	5	0	0	0	0	2	0	0
June 2002	11	10	9	13	12	7	1	17	8	12	11	9	19	11	11	0
July 2002	27	30	32	23	29	24	27	23	23	17	39	25	23	30	31	29
August 2002	35	34	34	34	29	37	29	37	32	62	29	35	27	18	44	29
September 2002	16	15	18	21	13	18	14	14	23	9	14	21	19	13	9	14
October 2002	9	9	5	6	10	11	28	5	9	0	7	6	6	18	2	29
November 2002	1	0	0	2	5	3	0	1	0	0	0	0	4	9	2	0
Don't know/Can't recall	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**833**	**329**	**25**	**146**	**56**	**180**	**24**	**73**	**62**	**24**	**102**	**18**	**57**	**24**	**20**	**22**
UNWEIGHTED SAMPLE SIZE (#)	**932**	**265**	**62**	**166**	**124**	**148**	**30**	**137**	**92**	**15**	**103**	**35**	**30**	**28**	**45**	**7**

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- By Media -

TABLE 7a:

IN TOTAL, how many nights were you away from home, for this most recent vacation that included Nova Scotia?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Up to 5	21	22	18	16	28	22	43	14	23	7	29	18	29	58	2	43
6 to 7	15	15	22	19	6	15	1	13	29	28	15	21	12	4	7	0
8 to 10	19	17	26	16	16	22	28	26	29	10	16	27	2	6	24	29
11 to 14	22	25	11	23	16	21	27	20	15	12	20	11	26	11	24	29
15 or more	22	20	20	26	34	19	0	26	3	40	17	23	31	21	42	0
Don't know/No answer	1	1	4	1	0	0	0	1	2	4	2	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**833**	**329**	**25**	**146**	**56**	**180**	**24**	**73**	**62**	**24**	**102**	**18**	**57**	**24**	**20**	**22**
UNWEIGHTED SAMPLE SIZE (#)	**932**	**265**	**62**	**166**	**124**	**148**	**30**	**137**	**92**	**15**	**103**	**35**	**30**	**28**	**45**	**7**
MEAN	11.6	11.7	10.9	12.6	13.4	10.6	8.0	12.1	8.2	12.0	12.1	11.6	12.7	8.8	15.4	8.0

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TABLE 8:

In what, if any, other destinations did you vacation in the past six months?

	Wgt Overall	Media						Source	ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR									
New Brunswick	23	21	24	24	22	30	1	27	7	32	22	23	37	19	24	0
Prince Edward Island	22	19	18	23	24	30	0	25	12	19	22	15	41	28	20	0
Ontario	13	16	6	16	18	10	0	5	4	18	22	9	23	13	22	0
Quebec	13	15	16	10	15	12	14	11	7	7	16	12	13	15	13	14
New England excl Maine (NH,VT,MA,RI,CT)	11	9	6	15	5	12	28	5	15	6	5	6	11	2	2	29
Other U.S.	9	8	11	12	6	9	28	11	14	6	10	10	0	0	7	29
Arizona	9	18	27	0	0	4	0	7	0	19	27	13	0	0	0	0
Maine	9	7	9	15	8	9	0	7	13	12	5	13	14	6	4	0
Mid-Atlantic (NY, NJ, PA)	6	7	3	11	4	5	1	1	10	6	1	3	5	2	4	0
Florida	5	3	8	5	2	3	41	5	2	0	3	9	5	0	2	43
Newfoundland & Labrador	5	2	0	5	8	11	0	1	2	0	2	0	10	9	7	0
Other Canadian	3	1	0	4	2	4	13	5	2	0	4	0	10	0	0	14
Alberta	2	2	0	1	3	1	0	7	1	0	0	0	2	2	0	0
British Columbia	2	1	0	1	5	2	0	3	1	0	1	0	2	0	9	0
Cape Breton Island	1	0	0	1	2	2	0	1	0	0	0	0	2	2	2	0
Las Vegas	1	0	2	3	0	0	0	0	2	6	0	3	0	0	0	0
Europe	0	0	2	0	0	1	0	0	1	0	0	2	0	0	0	0
Carribean	0	0	2	0	0	1	0	0	0	0	1	3	0	0	0	0
Cuba	0	0	0	1	0	1	0	0	0	0	0	0	2	0	0	0
Alaska	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	6	6	5	9	2	3	14	4	14	12	8	4	0	0	2	14
None	26	29	34	16	31	26	15	29	31	32	27	28	11	33	33	14

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TABLE 8:

In what, if any, other destinations did you vacation in the past six months?

(cont.)

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Don't know/Can't recall	0	0	0	0	1	0	0	0	0	0	0	0	0	0	2	0
WEIGHTED SAMPLE SIZE (#)	833	329	25	146	56	180	24	73	62	24	102	18	57	24	20	22
UNWEIGHTED SAMPLE SIZE (#)	932	265	62	166	124	148	30	137	92	15	103	35	30	28	45	7

Corporate Research Associates Inc., 2003

NOVA SCOTIA DEPARTMENT OF TOURISM AND CULTURE

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- By Media -

TABLE 9:

Where did you go for your most recent vacation?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Quebec	13	18	27	11	2	5	2	9	4	23	23	5	18	7	1	2
Other U.S.	13	8	6	20	8	13	30	8	19	16	4	7	7	5	4	30
Ontario	8	9	1	6	21	10	0	13	2	9	10	2	7	24	32	0
New England excl Maine (NH,VT,MA,RI,CT)	7	5	8	10	1	7	15	10	11	13	3	15	5	0	0	15
Florida	6	6	5	6	4	5	12	10	9	2	3	7	5	2	4	12
Mid-Atlantic (NY, NJ, PA)	5	4	3	6	2	6	12	3	8	4	2	7	4	2	3	12
Maine	5	5	3	5	1	9	0	5	15	6	1	2	4	0	0	0
New Brunswick	5	5	5	4	5	8	3	5	2	6	8	5	6	8	5	2
Nova Scotia	3	3	4	3	6	4	0	6	2	1	4	6	6	10	8	0
Other Canadian	3	4	4	2	5	0	2	0	1	1	6	2	2	1	2	2
Prince Edward Island	3	3	5	2	4	5	2	4	2	2	3	9	2	7	3	2
Europe/Continental Europe	2	2	3	2	1	2	0	5	2	2	1	6	3	0	3	0
British Columbia	2	1	1	2	8	4	0	3	1	3	1	2	2	1	5	0
Newfoundland & Labrador	1	1	3	1	2	0	0	0	0	0	2	8	1	4	3	0
Alberta	1	1	0	1	5	0	0	0	0	2	2	0	0	8	2	0
Cuba	1	1	1	0	1	2	0	0	0	1	2	0	0	1	2	0
Carribean	1	1	0	1	0	0	0	1	1	1	1	0	1	0	0	0
United Kingdom/UK	1	1	0	1	1	0	0	0	0	0	0	0	3	0	1	0
Las Vegas	1	0	0	1	1	0	3	1	1	0	0	0	0	0	0	2
Alaska	1	1	1	0	1	1	0	0	2	0	1	2	0	1	1	0
Cape Breton Island	0	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0
Europe	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0

Corporate Research Associates Inc., 2003

TABLE 9:

Where did you go for your most recent vacation?

(cont.)

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Arizona	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	11	12	15	11	9	9	12	9	11	5	12	12	15	7	7	12
None	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
Don't know/Can't recall	7	8	5	6	11	8	5	7	6	4	8	5	8	12	15	5
WEIGHTED SAMPLE SIZE (#)	**2439**	**1211**	**61**	**612**	**131**	**150**	**128**	**147**	**234**	**141**	**460**	**24**	**247**	**39**	**53**	**127**
UNWEIGHTED SAMPLE SIZE (#)	**2340**	**897**	**133**	**520**	**341**	**137**	**57**	**255**	**292**	**102**	**342**	**49**	**79**	**62**	**117**	**40**

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NOVA SCOTIA DEPARTMENT OF TOURISM AND CULTURE

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- By Media -

TABLE 10:

[Excluding this most recent vacation to Nova Scotia] When, if ever, did you last vacation in Nova Scotia?

	Wgt Overall	Media						Source	ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR									
At least six months ago, but less than 12 months ago	6	6	6	5	10	7	0	8	4	3	7	4	10	18	9	0
At least 1 year ago, but less than 2 years ago	10	11	8	5	16	10	7	13	12	6	12	10	6	20	21	7
At least 2 years ago, but less than 5 years ago	11	12	8	8	17	12	7	10	12	6	10	6	10	18	21	7
5 years or longer	22	22	19	23	24	22	20	20	20	16	21	25	31	19	28	20
Never	51	48	59	58	32	48	66	48	53	69	48	54	44	25	20	67
Don't know/Can't recall	1	1	0	0	0	0	0	0	0	1	2	0	0	0	1	0
WEIGHTED SAMPLE SIZE (#)	**3097**	**1442**	**83**	**726**	**173**	**319**	**145**	**210**	**281**	**159**	**523**	**41**	**285**	**59**	**65**	**143**
UNWEIGHTED SAMPLE SIZE (#)	**3114**	**1093**	**189**	**661**	**436**	**277**	**83**	**376**	**364**	**112**	**417**	**82**	**103**	**85**	**145**	**45**

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NOVA SCOTIA DEPARTMENT OF TOURISM AND CULTURE

2002 Advertising Evaluation Study

- By Media -

TABLE 11:

What, specifically, attracted you to Nova Scotia (answer from q#9) for your most recent vacation?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Visit friends and/or family	26	26	22	29	39	18	27	23	25	29	24	28	30	38	43	27
The scenery/beautiful scenery	19	18	13	19	20	22	16	23	21	13	19	13	15	16	22	16
Have visited before/Liked the Area/Lived there before	12	12	14	11	14	14	19	11	14	9	11	8	13	11	12	19
Good location/Close to home	12	12	15	13	7	9	11	12	9	14	14	15	16	6	9	11
Beaches/Ocean/The Coast	11	10	9	13	9	10	5	15	12	19	7	8	12	5	16	5
Have never been there before	7	8	8	6	5	9	5	6	8	6	7	10	4	4	6	5
Good attractions/Historic sites	7	6	6	8	4	8	5	8	7	8	6	7	9	4	5	5
The Cabot Trail/Cape Breton Island	5	6	4	3	4	7	3	5	2	4	9	6	3	5	5	3
People/friendly/hospitality	4	5	6	3	5	5	0	5	5	2	3	9	2	6	5	0
Was recommended to me/Read about it	4	4	5	4	1	4	6	4	6	5	2	8	1	0	1	5
Heritage/Way of life/Cultural experience	3	3	0	4	4	4	8	1	2	2	2	0	4	2	6	8
Economical/inexpensive	3	3	3	4	2	4	5	3	6	2	2	4	4	2	2	5
To attend a festival/event	3	2	1	3	6	4	3	3	4	0	2	1	2	9	3	3
Wanted to go/just to see	3	3	6	2	3	5	0	3	2	3	4	6	1	1	3	0
Nothing in particular	2	3	6	1	1	2	0	2	2	2	4	4	2	0	1	0
Food/Good food/seafood	2	2	2	2	1	4	0	2	3	1	2	3	0	0	2	0
Weather/climate	2	2	2	3	2	1	3	1	3	4	1	3	0	0	2	3
Outdoor activities (hiking, boating, golf, etc.)	2	1	2	2	2	3	11	1	2	1	1	1	3	2	2	11
Accommodations/Time share	2	2	1	2	2	2	6	2	3	1	1	2	1	0	2	5
Relaxing/Atmosphere/Nice vacation spot	2	2	5	2	2	2	0	3	3	6	1	4	0	1	2	0
Business/Conference	2	1	2	2	2	3	3	1	3	1	1	3	2	3	0	3
Travelling with someone else	2	2	2	1	2	2	3	0	2	0	2	2	1	2	1	3
City of Halifax	1	1	1	1	3	3	3	1	1	0	1	1	1	5	2	3

TABLE 11:

What, specifically, attracted you to Nova Scotia (answer from q#9) for your most recent vacation?

(cont.)

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Camping/Experiencing nature	1	1	1	1	1	1	0	2	2	0	1	1	2	2	0	0
Wedding/Funeral/Reunion	1	1	0	1	1	0	0	1	1	2	1	0	1	1	2	0
Passing through	1	1	0	2	1	1	0	0	1	0	0	0	5	0	0	0
Organized tour/Cruise	1	0	0	1	1	1	0	1	2	0	0	0	0	1	0	0
Shopping	0	0	0	1	1	1	0	1	0	0	0	0	1	2	0	0
Close to home/Proximity/Time factor	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
Other	14	13	9	16	12	14	16	19	17	13	14	14	15	11	8	16
Don't know/No answer	1	2	2	0	1	1	3	0	1	1	3	2	0	2	1	3
WEIGHTED SAMPLE SIZE (#)	**2568**	**1168**	**68**	**581**	**161**	**292**	**120**	**187**	**245**	**120**	**404**	**37**	**225**	**51**	**58**	**118**
UNWEIGHTED SAMPLE SIZE (#)	**2675**	**912**	**163**	**551**	**377**	**263**	**73**	**346**	**322**	**84**	**336**	**74**	**85**	**74**	**129**	**37**

Corporate Research Associates Inc., 2003

TABLE 12:

Overall, how would you rate Nova Scotia (answer from q#9) as a vacation destination? Would you say it is:

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Outstanding	35	32	34	34	45	38	35	42	35	25	28	48	36	48	48	34
Very good	47	48	49	45	37	46	54	49	47	49	54	38	41	39	35	54
Good	15	17	13	17	18	15	11	7	13	25	14	11	19	12	14	11
Only fair	2	2	4	2	1	2	0	1	3	1	3	3	2	1	2	0
Poor	0	1	0	0	0	0	0	1	1	0	1	0	0	0	0	0
Very poor	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0
Don't know/No answer	0	0	0	1	0	0	0	0	0	0	0	0	2	0	0	0
WEIGHTED SAMPLE SIZE (#)	**2115**	**915**	**59**	**489**	**116**	**267**	**113**	**186**	**210**	**106**	**299**	**33**	**170**	**40**	**42**	**111**
UNWEIGHTED SAMPLE SIZE (#)	**2254**	**729**	**140**	**487**	**292**	**230**	**87**	**309**	**272**	**73**	**289**	**66**	**67**	**57**	**93**	**36**

Corporate Research Associates Inc., 2003

NOVA SCOTIA DEPARTMENT OF TOURISM AND CULTURE

2002 Advertising Evaluation Study

- By Media -

TABLE 13:

What did you like the most about your recent vacation in Nova Scotia (answer from q#9)?

	Wgt Overall	Media						Source	ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR									
Scenery/Beauty/Sightseeing	39	38	41	41	41	41	29	45	39	34	35	50	43	44	38	29
The people/The friendliness of the people	22	19	25	23	29	31	12	28	19	22	20	25	27	30	32	11
Beaches/The ocean/The coast	15	16	18	16	15	15	11	15	16	26	14	17	13	14	17	11
Attractions/Museums/Historic sites	14	12	11	16	10	12	26	13	12	14	13	13	9	7	13	26
Food/Good food/restaurants	12	12	8	11	15	13	17	7	15	5	12	10	14	19	15	17
Peaceful/relaxing/getting away from home	11	12	11	12	7	7	6	12	15	15	14	11	10	5	9	6
Quality accommodations/campgrounds	9	9	9	7	8	11	6	10	7	8	10	12	5	11	5	6
Seeing friends/relatives	8	9	5	11	13	2	6	5	10	14	8	6	5	11	11	6
Weather/beautiful weather	8	8	10	7	10	5	17	9	7	7	12	7	1	5	13	17
Outdoor activities (hiking, boating, golf, etc.)	5	6	4	6	3	4	6	3	4	9	4	3	4	4	2	6
Specific location	4	6	4	4	1	3	3	2	3	2	4	3	6	0	0	3
Culture/Atmosphere	3	4	2	2	2	3	0	5	5	0	3	3	2	1	1	0
Cabot trail/Cape Breton	3	3	3	1	2	6	3	3	2	1	3	3	1	4	0	3
Festivals/events	3	2	2	4	4	2	0	3	3	4	0	0	1	5	3	0
Halifax	2	2	2	1	1	6	0	4	2	1	3	2	0	1	0	0
Economical	2	2	4	3	2	2	3	2	2	7	2	5	0	1	2	3
Shopping	2	2	0	2	2	4	0	1	3	0	1	0	4	0	2	0
Variety of things to do/see	2	3	0	1	2	1	3	1	3	0	2	0	1	0	4	3
Infrastructure/Roads	2	1	0	2	2	3	0	4	1	3	2	0	2	4	1	0
Location/Accessibility	2	2	2	1	2	0	0	5	1	3	1	3	0	4	0	0
Nothing in particular	1	2	3	1	2	1	0	0	2	2	2	3	1	3	2	0
Entertainment/Music	1	1	1	2	2	1	3	1	1	0	1	1	2	1	0	3

Corporate Research Associates Inc., 2003

TABLE 13:

What did you like the most about your recent vacation in Nova Scotia (answer from q#9)?

(cont.)

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Peggy's Cove	1	1	0	1	2	2	0	1	1	0	2	0	0	1	1	0
New experience/Never been there	1	1	0	1	1	1	3	2	1	3	0	0	0	1	1	3
History	1	1	0	2	1	1	0	1	1	4	0	0	0	0	2	0
Cruise/Ferry	1	1	0	1	0	0	3	0	1	1	3	0	0	1	0	3
Everything/Liked it	1	1	1	0	1	1	0	1	2	0	1	1	0	0	2	0
Casino	1	1	0	1	2	1	0	0	1	0	0	0	0	3	1	0
Clean/Well maintained	0	0	1	0	1	0	3	2	0	0	0	2	0	0	0	3
Other	5	6	8	5	6	4	6	4	4	3	7	5	5	2	6	6
Don't know/No answer	1	1	0	2	0	2	3	0	0	1	1	0	2	1	0	3
WEIGHTED SAMPLE SIZE (#)	**2115**	**915**	**59**	**489**	**116**	**267**	**113**	**155**	**210**	**105**	**299**	**33**	**170**	**40**	**42**	**111**
UNWEIGHTED SAMPLE SIZE (#)	**2254**	**729**	**140**	**487**	**292**	**230**	**67**	**309**	**272**	**73**	**259**	**66**	**67**	**57**	**93**	**35**

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NOVA SCOTIA DEPARTMENT OF TOURISM AND CULTURE

2002 Advertising Evaluation Study

- By Media -

TABLE 14:

What did you like the least about your recent vacation in Nova Scotia (answer from q#9)?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Unpredictable weather/weather	13	14	15	14	13	14	6	12	14	19	16	15	17	14	12	6
Travel time/driving time	11	11	9	13	9	10	11	9	15	12	9	9	10	9	12	11
Vacation was too short	6	6	8	7	9	4	11	4	5	6	6	11	5	6	11	11
Crowded/Too busy/Too commercial	4	4	3	5	2	3	11	4	7	6	3	0	2	1	2	11
Poor/Inferior accommodations	4	3	6	5	3	8	3	4	5	4	4	6	4	5	1	3
Road conditions	4	4	4	3	3	6	6	6	2	6	2	7	3	4	2	6
High prices in general	4	3	3	3	4	8	6	5	4	2	4	3	2	3	5	6
Food/Choice of restaurants limited	2	2	2	2	3	0	3	5	3	2	3	0	0	8	0	3
Traffic/Transportation	2	2	2	2	4	3	0	4	4	2	2	3	0	5	3	0
Price of gas	2	2	2	1	4	1	0	1	1	3	1	3	1	6	4	0
Not a lot to do/Not a lot of attractions	2	2	2	1	1	2	0	1	2	3	2	0	0	0	1	0
Exchange rate/American dollar	1	1	0	1	4	2	0	0	0	0	2	0	2	1	4	0
People/Customer service	1	2	2	1	1	1	0	1	1	0	3	3	0	3	0	0
Mosquitoes/Bugs	1	1	1	1	1	2	0	2	1	0	2	2	2	1	1	0
Ferry/ferry ride	1	1	1	1	1	3	3	0	1	0	0	2	0	0	1	3
Poor road signs/Tourist information	1	1	0	1	1	2	0	2	0	0	0	0	1	1	2	0
Language barriers	1	2	3	1	0	0	0	0	1	2	3	0	2	0	0	0
Security at airports/boarder	1	1	0	0	0	0	3	1	2	0	1	0	0	0	0	3
Touristy/Commercialism	1	0	3	0	0	0	3	0	1	1	0	2	0	0	0	3
Price of accommodations	1	1	0	1	1	0	0	0	1	0	0	0	2	0	1	0
Became ill	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0
High taxes/Tax rate	0	0	2	0	0	0	0	3	0	1	0	3	0	0	0	0

Corporate Research Associates Inc., 2003

TABLE 14:

What did you like the least about your recent vacation in Nova Scotia (answer from q#9)?

(cont.)

	Wgt Overall	Media						Source	ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR									
Dirty/Pollution	0	0	0	0	1	0	0	0	1	1	1	0	0	0	1	0
Parking	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
Rest areas	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	7	7	6	8	10	6	3	9	7	9	7	7	8	15	6	3
Nothing	33	33	33	34	29	28	37	34	31	30	30	30	42	21	34	37
Don't know/No answer	2	3	1	3	3	3	0	2	2	0	3	2	4	4	2	0
WEIGHTED SAMPLE SIZE (#)	**2115**	**915**	**59**	**489**	**116**	**267**	**113**	**155**	**210**	**105**	**299**	**33**	**170**	**40**	**42**	**111**
UNWEIGHTED SAMPLE SIZE (#)	**2254**	**729**	**140**	**487**	**292**	**230**	**67**	**309**	**272**	**73**	**259**	**66**	**67**	**57**	**93**	**35**

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NOVA SCOTIA DEPARTMENT OF TOURISM AND CULTURE

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- By Media -

TABLE 14a:

Can you tell me if there were any specific attractions, activities or amenities, in particular, that you thought were missing or would like to have had available to while on your recent vacation to Nova Scotia?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
More/Better restaurants	2	4	0	1	3	2	0	3	1	0	3	0	0	4	3	0
Ocean/Countryside/Outdoors	2	2	1	1	2	3	6	1	1	3	1	2	0	1	3	6
More/better accommodations	2	3	1	2	2	3	0	1	2	0	4	2	2	3	2	0
Stay open longer/A lot of things were closed	2	2	1	1	4	4	0	4	2	1	1	1	0	3	4	0
Outdoor activities (hiking, boating, golf, etc.)	2	1	1	2	3	2	6	4	0	1	2	2	2	3	4	6
More information on what is available	2	2	0	0	1	0	3	2	1	0	2	0	0	1	0	3
More family attractions (theme parks, etc.)	1	1	0	1	0	2	0	1	2	1	1	0	2	0	1	0
More time missed attractions/Didn't have enough time	1	1	2	1	1	2	0	0	1	1	0	4	0	0	1	0
More festivals/Events/Activities/Attractions	1	2	0	1	0	0	0	1	2	0	2	0	0	0	0	0
Improve signage on the roads	1	1	0	1	0	0	3	1	1	0	1	0	0	0	0	3
Road side rest stops	1	1	2	0	0	2	0	1	0	1	1	0	1	0	1	0
More/Better historic/Cultural attractions	1	1	0	0	0	0	3	2	0	0	0	0	0	0	0	3
Language barrier	0	1	0	0	0	0	0	0	0	0	2	0	0	0	0	0
Better/More acces to attractions	0	1	0	0	0	0	0	0	2	0	0	0	0	0	1	0
Evening entertainment/Nightlife	0	1	0	0	0	0	0	0	0	0	1	0	0	0	1	0
Better roads	0	0	2	0	0	0	0	1	0	0	0	3	0	0	0	0
Hygene	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0
Public transportation	0	0	1	0	0	0	0	0	0	0	0	2	0	0	0	0
More/better shopping facilities	0	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0
Better weather	0	0	2	0	0	0	0	0	0	1	0	0	0	0	2	0
Lower prices/Too expensive	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0

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TABLE 14a:

Can you tell me if there were any specific attractions, activities or amenities, in particular, that you thought were missing or would like to have had available to while on your recent vacation to Nova Scotia?

(cont.)

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Technology problems (ie cell phone, computer)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Friendly fast service/Attitide	0	0	1	0	0	0	0	0	0	0	0	2	0	0	0	0
Other	2	2	2	1	3	2	0	4	4	0	1	3	2	4	2	0
Nothing	78	74	83	84	78	78	80	78	81	86	76	79	87	78	76	80
Don't know/No answer	2	2	2	3	3	0	0	0	2	5	2	2	5	4	3	0
WEIGHTED SAMPLE SIZE (#)	**2046**	**913**	**59**	**446**	**92**	**267**	**113**	**155**	**210**	**105**	**299**	**33**	**170**	**40**	**42**	**111**
UNWEIGHTED SAMPLE SIZE (#)	**1963**	**721**	**140**	**306**	**190**	**230**	**67**	**309**	**272**	**73**	**259**	**66**	**67**	**57**	**93**	**35**

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TABLE 16a:

[AIDED/UNAIDED] Were LIVE MUSIC EVENTS important to your decision to vacation in Nova Scotia (answer from q#9)?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Important	33	35	33	29	51	32	26	30	36	24	35	40	29	63	51	26
Not important	67	65	67	71	49	68	74	70	64	76	65	60	71	37	49	74
WEIGHTED SAMPLE SIZE (#)	**2115**	**915**	**59**	**489**	**116**	**267**	**113**	**155**	**210**	**105**	**299**	**33**	**170**	**40**	**42**	**111**
UNWEIGHTED SAMPLE SIZE (#)	**2254**	**729**	**140**	**487**	**292**	**230**	**67**	**309**	**272**	**73**	**259**	**66**	**67**	**57**	**93**	**35**

TABLE 16b:

[AIDED/UNAIDED] Were LIVE THEATRE EVENTS important to your decision to vacation in Nova Scotia (answer from q#9)?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Important	26	26	19	25	32	23	34	23	24	27	24	24	23	31	39	34
Not important	74	74	81	75	68	77	66	77	76	73	76	76	77	69	61	66
WEIGHTED SAMPLE SIZE (#)	**2115**	**915**	**59**	**489**	**116**	**267**	**113**	**155**	**210**	**105**	**299**	**33**	**170**	**40**	**42**	**111**
UNWEIGHTED SAMPLE SIZE (#)	**2254**	**729**	**140**	**487**	**292**	**230**	**67**	**309**	**272**	**73**	**259**	**66**	**67**	**57**	**93**	**35**

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TABLE 16c:

[AIDED/UNAIDED] Were LIVE SPORTING EVENTS important to your decision to vacation in Nova Scotia (answer from q#9)?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Important	11	9	8	12	14	15	14	8	9	5	9	10	18	13	13	14
Not important	89	91	92	88	86	85	86	92	91	95	91	90	82	87	87	86
WEIGHTED SAMPLE SIZE (#)	**2115**	**915**	**59**	**489**	**116**	**267**	**113**	**155**	**210**	**105**	**299**	**33**	**170**	**40**	**42**	**111**
UNWEIGHTED SAMPLE SIZE (#)	**2254**	**729**	**140**	**487**	**292**	**230**	**67**	**309**	**272**	**73**	**259**	**66**	**67**	**57**	**93**	**35**

TABLE 16d:

[AIDED/UNAIDED] Was RECREATIONAL WALKING important to your decision to vacation in Nova Scotia (answer from q#9)?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Important	72	73	73	71	70	67	80	72	68	73	74	79	71	68	72	80
Not important	28	27	27	29	30	33	20	28	32	27	26	21	29	32	28	20
WEIGHTED SAMPLE SIZE (#)	**2115**	**915**	**59**	**489**	**116**	**267**	**113**	**155**	**210**	**105**	**299**	**33**	**170**	**40**	**42**	**111**
UNWEIGHTED SAMPLE SIZE (#)	**2254**	**729**	**140**	**487**	**292**	**230**	**67**	**309**	**272**	**73**	**259**	**66**	**67**	**57**	**93**	**35**

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TABLE 16e:

[AIDED/UNAIDED] Was BIRD WATCHING important to your decision to vacation in Nova Scotia (answer from q#9)?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Important	23	24	30	21	19	17	29	33	17	27	28	27	24	14	26	29
Not important	77	76	70	79	81	83	71	67	83	73	72	73	76	86	74	71
WEIGHTED SAMPLE SIZE (#)	**2115**	**915**	**59**	**489**	**116**	**267**	**113**	**155**	**210**	**105**	**299**	**33**	**170**	**40**	**42**	**111**
UNWEIGHTED SAMPLE SIZE (#)	**2254**	**729**	**140**	**487**	**292**	**230**	**67**	**309**	**272**	**73**	**259**	**66**	**67**	**57**	**93**	**35**

TABLE 16f:

[AIDED/UNAIDED] Was WHALE WATCHING important to your decision to vacation in Nova Scotia (answer from q#9)?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Important	25	22	27	24	25	37	23	30	15	23	23	33	29	20	32	23
Not important	75	78	73	76	75	63	77	70	85	77	77	67	71	80	68	77
WEIGHTED SAMPLE SIZE (#)	**2115**	**915**	**59**	**489**	**116**	**267**	**113**	**155**	**210**	**105**	**299**	**33**	**170**	**40**	**42**	**111**
UNWEIGHTED SAMPLE SIZE (#)	**2254**	**729**	**140**	**487**	**292**	**230**	**67**	**309**	**272**	**73**	**259**	**66**	**67**	**57**	**93**	**35**

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TABLE 16g:

[AIDED/UNAIDED] Was HUNTING FOR FOSSILS important to your decision to vacation in Nova Scotia (answer from q#9)?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Important	10	10	19	10	9	9	0	11	6	22	13	20	9	9	12	0
Not important	90	90	81	90	91	91	100	89	94	78	87	80	91	91	88	100
WEIGHTED SAMPLE SIZE (#)	**2115**	**915**	**59**	**489**	**116**	**267**	**113**	**155**	**210**	**105**	**299**	**33**	**170**	**40**	**42**	**111**
UNWEIGHTED SAMPLE SIZE (#)	**2254**	**729**	**140**	**487**	**292**	**230**	**67**	**309**	**272**	**73**	**259**	**66**	**67**	**57**	**93**	**35**

TABLE 16h:

[AIDED/UNAIDED] Was HIKING important to your decision to vacation in Nova Scotia (answer from q#9)?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Important	42	45	46	41	35	39	32	40	32	40	49	46	47	28	45	31
Not important	58	55	54	59	65	61	68	60	68	60	51	54	53	72	55	69
WEIGHTED SAMPLE SIZE (#)	**2115**	**915**	**59**	**489**	**116**	**267**	**113**	**155**	**210**	**105**	**299**	**33**	**170**	**40**	**42**	**111**
UNWEIGHTED SAMPLE SIZE (#)	**2254**	**729**	**140**	**487**	**292**	**230**	**67**	**309**	**272**	**73**	**259**	**66**	**67**	**57**	**93**	**35**

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TABLE 16i:

[AIDED/UNAIDED] Was BICYCLING important to your decision to vacation in Nova Scotia (answer from q#9)?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Important	16	18	22	16	12	12	11	15	10	21	23	21	19	6	18	11
Not important	84	82	78	84	88	88	89	85	90	79	77	79	81	94	82	89
WEIGHTED SAMPLE SIZE (#)	**2115**	**915**	**59**	**489**	**116**	**267**	**113**	**155**	**210**	**105**	**299**	**33**	**170**	**40**	**42**	**111**
UNWEIGHTED SAMPLE SIZE (#)	**2254**	**729**	**140**	**487**	**292**	**230**	**67**	**309**	**272**	**73**	**259**	**66**	**67**	**57**	**93**	**35**

TABLE 16j:

[AIDED/UNAIDED] Was KAYAKING OR CANOEING important to your decision to vacation in Nova Scotia (answer from q#9)?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Important	13	15	18	10	11	13	6	11	14	10	17	26	6	10	16	6
Not important	87	85	82	90	89	87	94	89	86	90	83	74	94	90	84	94
WEIGHTED SAMPLE SIZE (#)	**2115**	**915**	**59**	**489**	**116**	**267**	**113**	**155**	**210**	**105**	**299**	**33**	**170**	**40**	**42**	**111**
UNWEIGHTED SAMPLE SIZE (#)	**2254**	**729**	**140**	**487**	**292**	**230**	**67**	**309**	**272**	**73**	**259**	**66**	**67**	**57**	**93**	**35**

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TABLE 16k:

[AIDED/UNAIDED] Was GOLFING important to your decision to vacation in Nova Scotia (answer from q#9)?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Important	13	14	10	14	17	12	8	9	11	13	11	12	16	13	19	9
Not important	87	86	90	86	83	88	92	91	89	87	89	88	84	87	81	91
WEIGHTED SAMPLE SIZE (#)	**2115**	**915**	**59**	**489**	**116**	**267**	**113**	**155**	**210**	**105**	**299**	**33**	**170**	**40**	**42**	**111**
UNWEIGHTED SAMPLE SIZE (#)	**2254**	**729**	**140**	**487**	**292**	**230**	**67**	**309**	**272**	**73**	**259**	**66**	**67**	**57**	**93**	**35**

TABLE 16l:

[AIDED/UNAIDED] Was SIGHTSEEING important to your decision to vacation in Nova Scotia (answer from q#9)?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Important	88	86	81	91	89	88	89	94	87	83	85	89	93	86	92	89
Not important	12	14	19	9	11	12	11	6	13	17	15	11	7	14	8	11
WEIGHTED SAMPLE SIZE (#)	**2115**	**915**	**59**	**489**	**116**	**267**	**113**	**155**	**210**	**105**	**299**	**33**	**170**	**40**	**42**	**111**
UNWEIGHTED SAMPLE SIZE (#)	**2254**	**729**	**140**	**487**	**292**	**230**	**67**	**309**	**272**	**73**	**259**	**66**	**67**	**57**	**93**	**35**

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TABLE 16m:

[AIDED/UNAIDED] Was SHOPPING important to your decision to vacation in Nova Scotia (answer from q#9)?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Important	44	43	37	43	44	53	57	37	44	40	38	41	37	48	45	57
Not important	56	57	63	57	56	47	43	63	56	60	62	59	63	52	55	43
WEIGHTED SAMPLE SIZE (#)	**2115**	**915**	**59**	**489**	**116**	**267**	**113**	**155**	**210**	**105**	**299**	**33**	**170**	**40**	**42**	**111**
UNWEIGHTED SAMPLE SIZE (#)	**2254**	**729**	**140**	**487**	**292**	**230**	**67**	**309**	**272**	**73**	**259**	**66**	**67**	**57**	**93**	**35**

TABLE 16n:

[AIDED/UNAIDED] Was GOING TO A CASINO important to your decision to vacation in Nova Scotia (answer from q#9)?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Important	9	8	2	8	15	9	17	7	11	7	5	2	9	20	8	17
Not important	91	92	98	92	85	91	83	93	89	93	95	98	91	80	92	83
WEIGHTED SAMPLE SIZE (#)	**2115**	**915**	**59**	**489**	**116**	**267**	**113**	**155**	**210**	**105**	**299**	**33**	**170**	**40**	**42**	**111**
UNWEIGHTED SAMPLE SIZE (#)	**2254**	**729**	**140**	**487**	**292**	**230**	**67**	**309**	**272**	**73**	**259**	**66**	**67**	**57**	**93**	**35**

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TABLE 16o:

[AIDED/UNAIDED] Was URBAN NIGHTLIFE important to your decision to vacation in Nova Scotia (answer from q#9)?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Important	16	18	24	11	17	15	23	15	19	12	22	22	11	9	25	23
Not important	84	82	76	89	83	85	77	85	81	88	78	78	89	91	75	77
WEIGHTED SAMPLE SIZE (#)	2115	915	59	489	116	267	113	155	210	105	299	33	170	40	42	111
UNWEIGHTED SAMPLE SIZE (#)	2254	729	140	487	292	230	67	309	272	73	259	66	67	57	93	35

TABLE 16p:

[AIDED/UNAIDED] Was VISITING HISTORIC SITES important to your decision to vacation in Nova Scotia (answer from q#9)?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Important	74	73	74	71	68	78	83	74	78	56	71	76	72	70	67	83
Not important	26	27	26	29	32	22	17	26	22	44	29	24	28	30	33	17
WEIGHTED SAMPLE SIZE (#)	2115	915	59	489	116	267	113	155	210	105	299	33	170	40	42	111
UNWEIGHTED SAMPLE SIZE (#)	2254	729	140	487	292	230	67	309	272	73	259	66	67	57	93	35

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TABLE 16q:

[AIDED/UNAIDED] Was VISITING MUSEUMS important to your decision to vacation in Nova Scotia (answer from q#9)?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Important	53	48	52	58	50	55	66	51	59	44	48	59	63	51	53	66
Not important	47	52	48	42	50	45	34	49	41	56	52	41	37	49	47	34
WEIGHTED SAMPLE SIZE (#)	2115	915	59	489	116	267	113	155	210	105	299	33	170	40	42	111
UNWEIGHTED SAMPLE SIZE (#)	2254	729	140	487	292	230	67	309	272	73	259	66	67	57	93	35

TABLE 16r:

[AIDED/UNAIDED] Was ATTENDING EDUCATIONAL SEMINARS/COURSES important to your decision to vacation in Nova Scotia (answer from q#9)?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Important	7	4	7	9	7	7	25	8	10	6	2	8	4	6	6	26
Not important	93	96	93	91	93	93	75	92	90	94	98	92	96	94	94	74
WEIGHTED SAMPLE SIZE (#)	2115	915	59	489	116	267	113	155	210	105	299	33	170	40	42	111
UNWEIGHTED SAMPLE SIZE (#)	2254	729	140	487	292	230	67	309	272	73	259	66	67	57	93	35

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TABLE 16s:

[AIDED/UNAIDED] Was ATTENDING FESTIVALS AND EVENTS important to your decision to vacation in Nova Scotia (answer from q#9)?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Important	44	43	40	42	56	41	51	45	44	54	37	46	33	64	62	51
Not important	56	57	60	58	44	59	49	55	56	46	63	54	67	36	38	49
WEIGHTED SAMPLE SIZE (#)	**2115**	**915**	**59**	**489**	**116**	**267**	**113**	**155**	**210**	**105**	**299**	**33**	**170**	**40**	**42**	**111**
UNWEIGHTED SAMPLE SIZE (#)	**2254**	**729**	**140**	**487**	**292**	**230**	**67**	**309**	**272**	**73**	**259**	**66**	**67**	**57**	**93**	**35**

TABLE 16t:

[AIDED/UNAIDED] Was GOING ON VACATION GETAWAYS important to your decision to vacation in Nova Scotia (answer from q#9)?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Important	56	56	49	58	56	57	58	52	66	48	52	54	50	52	52	57
Not important	44	44	51	42	44	43	42	48	34	52	48	46	50	48	48	43
WEIGHTED SAMPLE SIZE (#)	**2115**	**915**	**59**	**489**	**116**	**267**	**113**	**155**	**210**	**105**	**299**	**33**	**170**	**40**	**42**	**111**
UNWEIGHTED SAMPLE SIZE (#)	**2254**	**729**	**140**	**487**	**292**	**230**	**67**	**309**	**272**	**73**	**259**	**66**	**67**	**57**	**93**	**35**

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TABLE 16u:

[AIDED/UNAIDED] Was SEEING LOCAL ARTS AND CRAFTS important to your decision to vacation in Nova Scotia (answer from q#9)?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Important	62	62	59	65	67	60	57	59	61	59	62	64	65	69	71	57
Not important	38	38	41	35	33	40	43	41	39	41	38	36	35	31	29	43
WEIGHTED SAMPLE SIZE (#)	**2115**	**915**	**59**	**489**	**116**	**267**	**113**	**155**	**210**	**105**	**299**	**33**	**170**	**40**	**42**	**111**
UNWEIGHTED SAMPLE SIZE (#)	**2254**	**729**	**140**	**487**	**292**	**230**	**67**	**309**	**272**	**73**	**259**	**66**	**67**	**57**	**93**	**35**

TABLE 16v:

[AIDED/UNAIDED] Was DINING OR SAMPLING MARITIME FOODS important to your decision to vacation in Nova Scotia (answer from q#9)?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Important	69	67	70	71	70	75	66	66	67	63	63	76	77	67	78	66
Not important	31	33	30	29	30	25	34	34	33	37	37	24	23	33	22	34
WEIGHTED SAMPLE SIZE (#)	**2115**	**915**	**59**	**489**	**116**	**267**	**113**	**155**	**210**	**105**	**299**	**33**	**170**	**40**	**42**	**111**
UNWEIGHTED SAMPLE SIZE (#)	**2254**	**729**	**140**	**487**	**292**	**230**	**67**	**309**	**272**	**73**	**259**	**66**	**67**	**57**	**93**	**35**

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TABLE 17a:

And during your most recent vacation in Nova Scotia (answer from q#9) , did you: ATTEND A LIVE MUSIC EVENT

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Yes	33	33	31	33	40	27	29	36	31	33	34	35	37	36	48	29
No	67	67	67	66	60	73	71	63	69	64	66	65	63	64	52	71
Don't know/No answer	0	0	2	0	0	0	0	0	0	3	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	2115	915	59	489	116	267	113	155	210	105	299	33	170	40	42	111
UNWEIGHTED SAMPLE SIZE (#)	2254	729	140	487	292	230	67	309	272	73	259	66	67	57	93	35

TABLE 17b:

And during your most recent vacation in Nova Scotia (answer from q#9) , did you: ATTEND A LIVE THEATRE EVENT

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Yes	20	19	15	22	23	15	28	19	21	24	24	15	22	21	29	29
No	80	81	85	78	77	85	72	81	78	74	76	85	78	79	71	71
Don't know/No answer	0	0	0	1	0	0	0	0	1	1	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	2115	915	59	489	116	267	113	155	210	105	299	33	170	40	42	111
UNWEIGHTED SAMPLE SIZE (#)	2254	729	140	487	292	230	67	309	272	73	259	66	67	57	93	35

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TABLE 17c:

And during your most recent vacation in Nova Scotia (answer from q#9) , did you: ATTEND A LIVE SPORTING EVENT

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Yes	8	8	5	10	14	6	11	5	5	5	7	7	12	11	17	11
No	91	91	95	90	86	94	86	95	94	95	93	93	88	89	83	86
Don't know/No answer	0	0	0	0	0	0	3	0	1	0	0	0	0	0	0	3
WEIGHTED SAMPLE SIZE (#)	**2115**	**915**	**59**	**489**	**116**	**267**	**113**	**155**	**210**	**105**	**299**	**33**	**170**	**40**	**42**	**111**
UNWEIGHTED SAMPLE SIZE (#)	**2254**	**729**	**140**	**487**	**292**	**230**	**67**	**309**	**272**	**73**	**259**	**66**	**67**	**57**	**93**	**35**

TABLE 17d:

And during your most recent vacation in Nova Scotia (answer from q#9) , did you: GO RECREATIONAL WALKING

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Yes	79	81	80	75	76	78	80	82	69	80	85	77	78	70	81	80
No	21	19	20	25	24	22	20	18	31	20	15	23	22	30	19	20
Don't know/No answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**2115**	**915**	**59**	**489**	**116**	**267**	**113**	**155**	**210**	**105**	**299**	**33**	**170**	**40**	**42**	**111**
UNWEIGHTED SAMPLE SIZE (#)	**2254**	**729**	**140**	**487**	**292**	**230**	**67**	**309**	**272**	**73**	**259**	**66**	**67**	**57**	**93**	**35**

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TABLE 17e:

And during your most recent vacation in Nova Scotia (answer from q#9) , did you: GO BIRD WATCHING

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Yes	20	22	30	21	15	14	14	26	15	26	22	26	22	10	20	14
No	79	78	70	79	85	86	86	74	85	73	78	74	78	90	78	86
Don't know/No answer	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0
WEIGHTED SAMPLE SIZE (#)	**2115**	**915**	**59**	**489**	**116**	**267**	**113**	**155**	**210**	**105**	**299**	**33**	**170**	**40**	**42**	**111**
UNWEIGHTED SAMPLE SIZE (#)	**2254**	**729**	**140**	**487**	**292**	**230**	**67**	**309**	**272**	**73**	**259**	**66**	**67**	**57**	**93**	**35**

TABLE 17f:

And during your most recent vacation in Nova Scotia (answer from q#9) , did you: GO WHALE WATCHING

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Yes	15	12	18	15	15	22	6	19	6	12	17	21	25	11	20	6
No	85	88	81	84	85	77	94	81	94	87	83	78	74	88	80	94
Don't know/No answer	0	0	1	1	1	1	0	0	0	1	0	2	2	1	0	0
WEIGHTED SAMPLE SIZE (#)	**2115**	**915**	**59**	**489**	**116**	**267**	**113**	**155**	**210**	**105**	**299**	**33**	**170**	**40**	**42**	**111**
UNWEIGHTED SAMPLE SIZE (#)	**2254**	**729**	**140**	**487**	**292**	**230**	**67**	**309**	**272**	**73**	**259**	**66**	**67**	**57**	**93**	**35**

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TABLE 17g:

And during your most recent vacation in Nova Scotia (answer from q#9) , did you: HUNT FOR FOSSILS

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Yes	7	7	10	10	6	8	6	5	6	17	9	14	11	7	6	6
No	92	93	90	90	93	92	94	94	94	82	90	86	89	93	94	94
Don't know/No answer	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	2115	915	59	489	116	267	113	155	210	105	299	33	170	40	42	111
UNWEIGHTED SAMPLE SIZE (#)	2254	729	140	487	292	230	67	309	272	73	259	66	67	57	93	35

TABLE 17h:

And during your most recent vacation in Nova Scotia (answer from q#9) , did you: GO HIKING

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Yes	45	48	53	42	38	40	37	46	35	46	52	55	47	34	45	37
No	55	51	47	58	61	59	63	54	65	54	47	45	53	64	55	63
Don't know/No answer	0	0	0	0	1	0	0	0	0	0	1	0	0	2	0	0
WEIGHTED SAMPLE SIZE (#)	2115	915	59	489	116	267	113	155	210	105	299	33	170	40	42	111
UNWEIGHTED SAMPLE SIZE (#)	2254	729	140	487	292	230	67	309	272	73	259	66	67	57	93	35

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TABLE 17i:

And during your most recent vacation in Nova Scotia (answer from q#9) , did you: GO BICYCLING

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Yes	15	15	20	17	12	13	11	15	7	28	22	20	21	3	19	11
No	85	85	80	83	88	87	89	84	93	70	78	80	79	97	81	89
Don't know/No answer	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**2115**	**915**	**59**	**489**	**116**	**267**	**113**	**155**	**210**	**105**	**299**	**33**	**170**	**40**	**42**	**111**
UNWEIGHTED SAMPLE SIZE (#)	**2254**	**729**	**140**	**487**	**292**	**230**	**67**	**309**	**272**	**73**	**259**	**66**	**67**	**57**	**93**	**35**

TABLE 17j:

And during your most recent vacation in Nova Scotia (answer from q#9) , did you: GO KAYAKING OR CANOEING

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Yes	9	11	14	6	11	10	3	9	8	9	16	22	2	9	17	3
No	91	89	86	94	89	90	97	91	92	91	84	78	98	91	83	97
WEIGHTED SAMPLE SIZE (#)	**2115**	**915**	**59**	**489**	**116**	**267**	**113**	**155**	**210**	**105**	**299**	**33**	**170**	**40**	**42**	**111**
UNWEIGHTED SAMPLE SIZE (#)	**2254**	**729**	**140**	**487**	**292**	**230**	**67**	**309**	**272**	**73**	**259**	**66**	**67**	**57**	**93**	**35**

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TABLE 17k:

And during your most recent vacation in Nova Scotia (answer from q#9) , did you: GO GOLFING

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Yes	11	11	9	11	14	10	8	4	7	10	10	12	12	10	19	9
No	89	89	91	89	86	90	92	96	93	90	90	88	88	90	81	91
WEIGHTED SAMPLE SIZE (#)	**2115**	**915**	**59**	**489**	**116**	**267**	**113**	**155**	**210**	**105**	**299**	**33**	**170**	**40**	**42**	**111**
UNWEIGHTED SAMPLE SIZE (#)	**2254**	**729**	**140**	**487**	**292**	**230**	**67**	**309**	**272**	**73**	**259**	**66**	**67**	**57**	**93**	**35**

TABLE 17l:

And during your most recent vacation in Nova Scotia (answer from q#9) , did you: GO SIGHTSEEING

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Yes	88	84	90	90	86	92	92	91	86	87	84	88	90	82	89	91
No	12	15	9	9	14	8	8	9	13	12	15	10	10	18	11	9
Don't know/No answer	0	1	1	0	0	0	0	0	1	1	1	1	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**2115**	**915**	**59**	**489**	**116**	**267**	**113**	**155**	**210**	**105**	**299**	**33**	**170**	**40**	**42**	**111**
UNWEIGHTED SAMPLE SIZE (#)	**2254**	**729**	**140**	**487**	**292**	**230**	**67**	**309**	**272**	**73**	**259**	**66**	**67**	**57**	**93**	**35**

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TABLE 17m:

And during your most recent vacation in Nova Scotia (answer from q#9) , did you: GO SHOPPING

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Yes	74	71	74	74	76	77	86	77	76	69	72	85	69	70	78	86
No	26	28	26	26	24	23	14	23	24	29	27	15	31	30	20	14
Don't know/No answer	0	0	0	0	0	0	0	0	0	1	1	0	0	0	1	0
WEIGHTED SAMPLE SIZE (#)	**2115**	**915**	**59**	**489**	**116**	**267**	**113**	**155**	**210**	**105**	**299**	**33**	**170**	**40**	**42**	**111**
UNWEIGHTED SAMPLE SIZE (#)	**2254**	**729**	**140**	**487**	**292**	**230**	**67**	**309**	**272**	**73**	**259**	**66**	**67**	**57**	**93**	**35**

TABLE 17n:

And during your most recent vacation in Nova Scotia (answer from q#9) , did you: GO TO A CASINO

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Yes	13	12	8	12	19	18	14	11	12	10	11	8	10	24	11	14
No	87	88	92	88	81	82	86	89	88	88	88	92	90	76	89	86
Don't know/No answer	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**2115**	**915**	**59**	**489**	**116**	**267**	**113**	**155**	**210**	**105**	**299**	**33**	**170**	**40**	**42**	**111**
UNWEIGHTED SAMPLE SIZE (#)	**2254**	**729**	**140**	**487**	**292**	**230**	**67**	**309**	**272**	**73**	**259**	**66**	**67**	**57**	**93**	**35**

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TABLE 17o:

And during your most recent vacation in Nova Scotia (answer from q#9) , did you: GO TO A DANCE CLUB OR BAR

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Yes	23	23	25	20	29	22	28	29	23	14	23	26	24	21	41	29
No	76	76	75	80	71	78	72	71	77	85	76	74	76	79	59	71
Don't know/No answer	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**2115**	**915**	**59**	**489**	**116**	**267**	**113**	**155**	**210**	**105**	**299**	**33**	**170**	**40**	**42**	**111**
UNWEIGHTED SAMPLE SIZE (#)	**2254**	**729**	**140**	**487**	**292**	**230**	**67**	**309**	**272**	**73**	**259**	**66**	**67**	**57**	**93**	**35**

TABLE 17p:

And during your most recent vacation in Nova Scotia (answer from q#9) , did you: VISIT A HISTORIC SITE

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Yes	75	74	73	74	72	84	75	74	75	68	74	78	74	66	74	74
No	25	26	27	26	28	16	25	25	25	32	25	22	26	34	25	26
Don't know/No answer	0	1	0	0	1	0	0	1	0	0	1	0	0	0	1	0
WEIGHTED SAMPLE SIZE (#)	**2115**	**915**	**59**	**489**	**116**	**267**	**113**	**155**	**210**	**105**	**299**	**33**	**170**	**40**	**42**	**111**
UNWEIGHTED SAMPLE SIZE (#)	**2254**	**729**	**140**	**487**	**292**	**230**	**67**	**309**	**272**	**73**	**259**	**66**	**67**	**57**	**93**	**35**

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TABLE 17q:

And during your most recent vacation in Nova Scotia (answer from q#9) , did you: VISIT A MUSEUM

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Yes	56	51	63	60	51	64	60	55	57	46	51	67	62	42	59	60
No	44	49	37	39	49	36	40	45	43	54	49	33	34	58	41	40
Don't know/No answer	0	0	0	1	0	0	0	0	1	0	0	0	3	0	0	0
WEIGHTED SAMPLE SIZE (#)	2115	915	59	489	116	267	113	155	210	105	299	33	170	40	42	111
UNWEIGHTED SAMPLE SIZE (#)	2254	729	140	487	292	230	67	309	272	73	259	66	67	57	93	35

TABLE 17r:

And during your most recent vacation in Nova Scotia (answer from q#9) , did you: ATTEND AN EDUCATIONAL SEMINAR/COURSE

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Yes	6	4	3	7	6	7	11	3	7	4	2	3	2	2	8	11
No	94	96	97	93	94	93	89	97	93	95	98	97	98	98	92	89
Don't know/No answer	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	2115	915	59	489	116	267	113	155	210	105	299	33	170	40	42	111
UNWEIGHTED SAMPLE SIZE (#)	2254	729	140	487	292	230	67	309	272	73	259	66	67	57	93	35

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TABLE 17s:

And during your most recent vacation in Nova Scotia (answer from q#9) , did you: ATTEND ANY FESTIVALS AND EVENTS

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Yes	35	35	29	34	43	33	45	35	34	37	38	33	31	39	56	46
No	64	65	71	65	56	67	55	65	66	62	61	67	69	59	44	54
Don't know/No answer	0	0	0	1	1	0	0	1	1	1	1	0	0	3	0	0
WEIGHTED SAMPLE SIZE (#)	2115	915	59	489	116	267	113	155	210	105	299	33	170	40	42	111
UNWEIGHTED SAMPLE SIZE (#)	2254	729	140	487	292	230	67	309	272	73	259	66	67	57	93	35

TABLE 17t:

And during your most recent vacation in Nova Scotia (answer from q#9) , did you: GO ON VACATION GETAWAYS

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Yes	35	35	37	35	35	35	38	30	41	35	39	37	25	29	40	37
No	61	60	62	61	63	64	57	66	54	63	56	61	70	70	58	57
Don't know/No answer	4	5	1	4	2	2	6	3	5	3	6	2	5	1	2	6
WEIGHTED SAMPLE SIZE (#)	2115	915	59	489	116	267	113	155	210	105	299	33	170	40	42	111
UNWEIGHTED SAMPLE SIZE (#)	2254	729	140	487	292	230	67	309	272	73	259	66	67	57	93	35

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TABLE 17u:

And during your most recent vacation in Nova Scotia (answer from q#9) , did you: SEE LOCAL ARTS AND CRAFTS

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Yes	74	72	69	74	77	78	74	74	69	66	73	83	75	74	78	74
No	26	27	31	26	23	22	26	26	31	33	27	17	25	26	22	26
Don't know/No answer	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	2115	915	59	489	116	267	113	185	210	105	299	33	178	40	42	111
UNWEIGHTED SAMPLE SIZE (#)	2254	729	140	487	292	230	67	309	272	73	259	66	67	57	93	35

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TABLE 17v:

And during your most recent vacation in Nova Scotia (answer from q#9) , did you: DINE OR EAT FOODS UNIQUE TO THE MARITIMES (answer from Q#9)

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Yes	82	81	79	85	83	85	77	77	86	79	76	83	82	82	87	77
No	18	18	21	15	17	15	23	21	14	20	23	17	18	18	13	23
Don't know/No answer	0	0	0	0	0	0	0	1	0	1	1	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**2115**	**915**	**99**	**489**	**116**	**267**	**113**	**155**	**210**	**105**	**299**	**33**	**170**	**40**	**42**	**111**
UNWEIGHTED SAMPLE SIZE (#)	**2254**	**729**	**140**	**487**	**292**	**230**	**67**	**309**	**272**	**73**	**259**	**66**	**67**	**57**	**93**	**35**

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TABLE 18a:

Would you say that ATTENDING A LIVE MUSIC EVENT in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Exceeded your expectations	26	24	34	23	23	24	40	40	34	27	20	42	8	10	29	40
Met your expectations	65	67	56	67	74	69	41	56	56	67	69	50	75	90	69	40
Did not meet your expectations	4	6	5	2	1	2	10	2	8	3	7	0	0	0	0	10
Nothing to compare with	1	0	2	3	1	0	0	2	1	4	1	3	4	0	2	0
Don't know/No answer	4	2	3	6	1	5	10	0	1	0	3	5	13	0	0	10
WEIGHTED SAMPLE SIZE (#)	**692**	**303**	**18**	**163**	**47**	**73**	**32**	**56**	**65**	**35**	**102**	**12**	**63**	**15**	**20**	**32**
UNWEIGHTED SAMPLE SIZE (#)	**742**	**233**	**46**	**150**	**116**	**59**	**19**	**119**	**90**	**23**	**88**	**23**	**24**	**21**	**45**	**10**

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- By Media -

TABLE 18b:

Would you say that ATTENDING A LIVE THEATRE EVENT in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Exceeded your expectations	31	29	37	28	38	35	30	40	22	23	34	41	26	36	44	30
Met your expectations	63	67	54	64	58	62	50	56	69	74	65	59	64	64	48	50
Did not meet your expectations	3	3	0	5	0	0	10	0	4	0	1	0	10	0	0	10
Nothing to compare with	0	0	0	0	3	0	0	2	0	0	0	0	0	0	7	0
Don't know/No answer	2	1	10	2	0	3	10	2	5	3	0	0	0	0	0	10
WEIGHTED SAMPLE SIZE (#)	**418**	**173**	**9**	**107**	**27**	**41**	**32**	**29**	**44**	**26**	**73**	**5**	**37**	**8**	**12**	**32**
UNWEIGHTED SAMPLE SIZE (#)	**452**	**145**	**24**	**98**	**68**	**35**	**16**	**66**	**58**	**17**	**64**	**10**	**17**	**14**	**27**	**10**

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TABLE 18c:

Would you say that ATTENDING A LIVE SPORTING EVENT in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Exceeded your expectations	22	13	24	37	24	10	25	31	51	50	18	25	38	33	12	25
Met your expectations	68	67	76	62	63	90	75	65	27	50	70	75	62	67	69	75
Did not meet your expectations	5	10	0	0	7	0	0	0	13	0	10	0	0	0	6	0
Nothing to compare with	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
Don't know/No answer	5	10	0	0	6	0	0	3	10	0	2	0	0	0	12	0
WEIGHTED SAMPLE SIZE (#)	**180**	**76**	**3**	**48**	**16**	**15**	**13**	**8**	**11**	**6**	**20**	**2**	**20**	**5**	**7**	**13**
UNWEIGHTED SAMPLE SIZE (#)	**203**	**64**	**11**	**47**	**40**	**12**	**5**	**24**	**18**	**4**	**21**	**5**	**7**	**6**	**16**	**4**

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- By Media -

TABLE 18d:

Would you say that RECREATIONAL WALKING in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Exceeded your expectations	18	17	31	19	20	24	11	13	21	17	15	46	18	16	25	11
Met your expectations	77	78	65	79	77	71	82	81	76	82	80	52	82	83	71	82
Did not meet your expectations	3	4	3	1	1	3	4	0	1	1	2	2	0	0	1	4
Nothing to compare with	1	0	0	0	1	2	0	1	0	0	0	0	0	0	3	0
Don't know/No answer	2	2	0	1	1	1	4	5	2	0	2	0	0	2	0	4
WEIGHTED SAMPLE SIZE (#)	**1672**	**744**	**47**	**368**	**88**	**208**	**91**	**128**	**146**	**84**	**255**	**26**	**133**	**28**	**34**	**89**
UNWEIGHTED SAMPLE SIZE (#)	**1751**	**579**	**115**	**359**	**224**	**181**	**55**	**238**	**198**	**58**	**217**	**50**	**52**	**39**	**75**	**28**

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- By Media -

TABLE 18e:

Would you say that BIRD WATCHING in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Exceeded your expectations	20	19	26	21	16	15	20	28	33	22	15	27	17	0	21	20
Met your expectations	64	66	55	56	65	79	79	63	42	52	75	52	62	76	58	80
Did not meet your expectations	13	12	16	20	11	3	0	9	25	26	6	15	14	12	11	0
Nothing to compare with	2	3	0	3	5	0	0	0	0	0	4	0	7	12	5	0
Don't know/No answer	1	1	3	0	3	3	0	0	0	0	0	6	0	0	5	0
WEIGHTED SAMPLE SIZE (#)	**431**	**201**	**17**	**100**	**17**	**38**	**16**	**41**	**32**	**27**	**66**	**8**	**38**	**4**	**9**	**16**
UNWEIGHTED SAMPLE SIZE (#)	**445**	**156**	**40**	**105**	**44**	**31**	**12**	**57**	**45**	**21**	**53**	**18**	**14**	**6**	**19**	**5**

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- By Media -

TABLE 18f:

Would you say that WHALE WATCHING in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Exceeded your expectations	37	38	11	44	45	32	49	30	48	33	28	16	47	57	47	50
Met your expectations	46	43	71	40	49	53	2	53	25	60	52	71	33	43	53	0
Did not meet your expectations	15	14	15	16	6	15	49	17	19	7	13	8	19	0	0	50
Nothing to compare with	1	3	0	0	0	0	0	0	0	0	7	0	0	0	0	0
Don't know/No answer	1	1	4	0	0	0	0	1	9	0	0	6	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**310**	**112**	**11**	**75**	**17**	**60**	**7**	**29**	**13**	**13**	**49**	**7**	**42**	**4**	**9**	**6**
UNWEIGHTED SAMPLE SIZE (#)	**317**	**86**	**21**	**67**	**44**	**46**	**6**	**47**	**19**	**10**	**42**	**14**	**14**	**8**	**19**	**2**

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- By Media -

TABLE 18g:

Would you say that HUNTING FOR FOSSILS in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Exceeded your expectations	11	5	1	10	33	8	51	19	14	0	4	0	14	36	33	50
Met your expectations	64	69	77	67	48	66	0	64	65	92	82	76	53	48	33	0
Did not meet your expectations	18	22	12	15	19	12	49	6	11	8	11	11	14	16	33	50
Nothing to compare with	1	1	10	0	0	0	0	11	0	0	3	12	0	0	0	0
Don't know/No answer	5	2	0	7	0	14	0	0	9	0	0	0	19	0	0	0
WEIGHTED SAMPLE SIZE (#)	**158**	**60**	**6**	**49**	**7**	**20**	**6**	**8**	**12**	**18**	**26**	**5**	**19**	**3**	**3**	**6**
UNWEIGHTED SAMPLE SIZE (#)	**159**	**52**	**13**	**39**	**18**	**16**	**4**	**17**	**16**	**8**	**22**	**9**	**7**	**5**	**6**	**2**

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TABLE 18h:

Would you say that HIKING in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Exceeded your expectations	23	21	31	22	23	31	16	28	18	26	19	39	19	18	29	15
Met your expectations	72	73	60	75	71	66	77	69	74	71	72	52	81	75	64	77
Did not meet your expectations	2	4	4	1	2	2	0	0	5	1	5	6	0	3	2	0
Nothing to compare with	1	1	0	1	2	0	0	1	3	0	2	0	0	3	2	0
Don't know/No answer	2	2	5	1	1	2	8	1	0	2	2	3	0	0	2	8
WEIGHTED SAMPLE SIZE (#)	**945**	**443**	**31**	**206**	**44**	**108**	**42**	**71**	**74**	**48**	**156**	**18**	**81**	**14**	**19**	**41**
UNWEIGHTED SAMPLE SIZE (#)	**937**	**323**	**71**	**186**	**109**	**98**	**26**	**124**	**97**	**34**	**121**	**37**	**30**	**19**	**42**	**13**

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- By Media -

TABLE 18i:

Would you say that BICYCLING in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Exceeded your expectations	11	7	6	12	9	24	0	30	10	10	6	9	12	0	6	0
Met your expectations	81	83	83	85	72	71	100	64	82	83	81	85	88	0	78	100
Did not meet your expectations	6	8	7	2	20	2	0	6	0	8	12	0	0	100	17	0
Nothing to compare with	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know/No answer	2	2	4	1	0	3	0	0	8	0	0	6	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**319**	**141**	**12**	**82**	**13**	**34**	**13**	**24**	**14**	**30**	**65**	**6**	**35**	**1**	**8**	**13**
UNWEIGHTED SAMPLE SIZE (#)	**301**	**99**	**26**	**59**	**37**	**32**	**7**	**41**	**21**	**20**	**47**	**13**	**11**	**1**	**18**	**4**

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- By Media -

TABLE 18j:

Would you say that KAYAKING OR CANOEING in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Exceeded your expectations	35	31	33	19	35	56	99	40	31	31	23	28	0	28	44	100
Met your expectations	59	62	61	75	58	40	1	57	68	68	71	64	100	72	50	0
Did not meet your expectations	4	5	6	4	2	0	0	0	0	0	1	7	0	0	0	0
Nothing to compare with	1	0	0	0	3	4	0	2	0	0	0	0	0	0	6	0
Don't know/No answer	2	2	0	3	2	0	0	2	1	0	5	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**193**	**100**	**8**	**28**	**13**	**26**	**3**	**14**	**17**	**9**	**47**	**7**	**4**	**3**	**7**	**3**
UNWEIGHTED SAMPLE SIZE (#)	**217**	**78**	**23**	**25**	**32**	**22**	**6**	**31**	**22**	**6**	**37**	**14**	**2**	**6**	**16**	**1**

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TABLE 18k:

Would you say that GOLFING in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Exceeded your expectations	34	32	30	31	30	57	33	20	35	52	25	41	19	24	33	33
Met your expectations	57	60	70	55	55	43	67	50	62	22	74	59	68	51	50	67
Did not meet your expectations	7	8	0	8	7	0	0	27	3	0	0	0	13	12	6	0
Nothing to compare with	1	0	0	5	3	0	0	0	0	26	0	0	0	0	6	0
Don't know/No answer	1	0	0	0	6	0	0	3	0	0	2	0	0	12	6	0
WEIGHTED SAMPLE SIZE (#)	**222**	**105**	**5**	**52**	**17**	**26**	**10**	**7**	**15**	**11**	**30**	**4**	**21**	**4**	**8**	**10**
UNWEIGHTED SAMPLE SIZE (#)	**235**	**85**	**13**	**41**	**45**	**22**	**3**	**26**	**20**	**5**	**28**	**8**	**8**	**7**	**18**	**3**

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- By Media -

TABLE 18I:

Would you say that SIGHTSEEING in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Exceeded your expectations	38	35	38	38	36	40	38	46	38	26	31	54	38	39	39	37
Met your expectations	59	62	55	56	61	56	62	51	58	64	67	41	58	58	60	62
Did not meet your expectations	3	2	3	5	2	4	0	2	4	9	1	2	4	3	0	0
Nothing to compare with	0	0	2	0	0	0	0	0	0	1	0	0	0	0	0	0
Don't know/No answer	1	1	2	1	0	0	0	0	0	0	1	3	0	0	1	0
WEIGHTED SAMPLE SIZE (#)	1859	772	53	442	100	247	104	142	181	91	251	29	154	33	37	102
UNWEIGHTED SAMPLE SIZE (#)	1991	621	126	440	256	211	64	273	240	63	223	57	61	48	83	32

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- By Media -

TABLE 18m:

Would you say that SHOPPING in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Exceeded your expectations	13	13	16	16	12	11	13	11	21	7	11	16	19	12	14	13
Met your expectations	76	75	71	72	74	80	83	78	69	77	74	71	69	81	71	83
Did not meet your expectations	8	9	7	8	12	8	0	5	6	15	12	7	5	7	11	0
Nothing to compare with	1	1	2	1	1	1	0	1	1	0	1	4	2	0	3	0
Don't know/No answer	2	2	3	2	1	1	3	5	3	1	2	0	4	0	1	3
WEIGHTED SAMPLE SIZE (#)	1567	654	43	360	88	206	97	119	160	73	215	28	118	28	33	96
UNWEIGHTED SAMPLE SIZE (#)	1758	552	111	380	225	172	58	260	217	51	196	55	49	40	73	30

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TABLE 18n:

Would you say that GOING TO A CASINO in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Exceeded your expectations	13	8	0	10	18	19	20	19	17	40	4	0	0	16	30	20
Met your expectations	63	67	73	63	63	69	20	61	61	28	82	63	69	57	50	20
Did not meet your expectations	17	17	19	23	12	4	40	16	14	32	11	22	31	16	10	40
Nothing to compare with	2	2	0	1	5	3	0	0	0	0	1	0	0	11	0	0
Don't know/No answer	5	5	9	3	2	6	20	4	9	0	2	15	0	0	10	20
WEIGHTED SAMPLE SIZE (#)	271	107	4	57	22	48	16	17	25	11	33	3	18	10	4	16
UNWEIGHTED SAMPLE SIZE (#)	311	96	13	61	56	39	8	36	32	7	36	5	9	14	10	5

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TABLE 18o:

Would you say that GOING TO A DANCE CLUB OR BAR in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Exceeded your expectations	14	13	21	18	7	24	10	7	24	16	6	17	24	0	11	10
Met your expectations	71	71	63	59	82	74	70	83	58	68	76	70	51	77	84	70
Did not meet your expectations	10	11	5	14	7	0	10	6	7	0	13	6	18	17	3	10
Nothing to compare with	1	0	4	1	0	0	0	2	4	0	0	6	0	0	0	0
Don't know/No answer	5	4	7	8	4	3	10	1	6	16	4	0	7	6	3	10
WEIGHTED SAMPLE SIZE (#)	**496**	**215**	**14**	**97**	**34**	**59**	**32**	**44**	**49**	**14**	**69**	**8**	**40**	**8**	**17**	**32**
UNWEIGHTED SAMPLE SIZE (#)	**537**	**167**	**36**	**90**	**89**	**48**	**17**	**90**	**61**	**12**	**56**	**17**	**13**	**15**	**38**	**10**

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TABLE 18p:

Would you say that VISITING HISTORIC SITES in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Exceeded your expectations	33	33	43	30	35	31	27	39	25	25	35	42	35	46	33	27
Met your expectations	61	59	54	64	62	64	65	53	69	62	60	55	60	53	64	65
Did not meet your expectations	4	5	0	4	2	5	4	4	4	11	2	0	0	0	3	4
Nothing to compare with	1	1	1	1	1	0	0	1	1	0	0	2	2	2	0	0
Don't know/No answer	2	2	1	2	0	1	4	3	1	2	2	1	3	0	0	4
WEIGHTED SAMPLE SIZE (#)	**1584**	**673**	**43**	**361**	**83**	**225**	**84**	**115**	**158**	**72**	**221**	**26**	**126**	**27**	**31**	**83**
UNWEIGHTED SAMPLE SIZE (#)	**1693**	**535**	**104**	**375**	**213**	**188**	**54**	**224**	**209**	**50**	**192**	**50**	**50**	**37**	**69**	**26**

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TABLE 18q:

Would you say that VISITING MUSEUMS in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Exceeded your expectations	25	23	28	23	27	25	43	27	23	11	17	39	24	30	29	43
Met your expectations	70	73	70	70	71	72	53	67	68	83	79	60	69	68	71	52
Did not meet your expectations	3	3	1	5	1	2	0	5	9	6	4	0	3	3	0	0
Nothing to compare with	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
Don't know/No answer	1	1	1	2	0	0	5	1	0	0	1	2	4	0	0	5
WEIGHTED SAMPLE SIZE (#)	**1183**	**470**	**37**	**292**	**60**	**171**	**68**	**86**	**119**	**49**	**151**	**22**	**106**	**17**	**25**	**67**
UNWEIGHTED SAMPLE SIZE (#)	**1278**	**390**	**87**	**300**	**155**	**142**	**42**	**162**	**150**	**37**	**143**	**44**	**40**	**25**	**55**	**21**

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TABLE 18r:

Would you say that ATTENDING AN EDUCATIONAL SEMINAR/COURSE in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Exceeded your expectations	29	24	50	32	35	36	25	28	37	33	26	50	0	50	43	25
Met your expectations	57	58	38	64	54	52	50	45	54	67	38	50	100	50	43	50
Did not meet your expectations	8	11	12	4	7	12	0	22	9	0	36	0	0	0	14	0
Don't know/No answer	6	7	0	0	4	0	25	5	0	0	0	0	0	0	0	25
WEIGHTED SAMPLE SIZE (#)	**120**	**40**	**2**	**35**	**6**	**20**	**13**	**5**	**15**	**4**	**7**	**1**	**4**	**1**	**3**	**13**
UNWEIGHTED SAMPLE SIZE (#)	**146**	**35**	**6**	**47**	**19**	**17**	**8**	**14**	**19**	**3**	**6**	**2**	**2**	**2**	**7**	**4**

TABLE 18s:

Would you say that ATTENDING FESTIVALS AND EVENTS in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Exceeded your expectations	20	21	25	14	29	20	19	24	19	15	18	28	0	23	37	19
Met your expectations	70	66	63	77	67	75	69	69	67	72	62	60	88	74	62	69
Did not meet your expectations	7	10	7	5	4	3	6	3	11	13	17	4	0	3	2	6
Nothing to compare with	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0
Don't know/No answer	3	2	5	4	0	1	6	4	1	0	4	8	12	0	0	6
WEIGHTED SAMPLE SIZE (#)	**750**	**320**	**17**	**168**	**50**	**89**	**51**	**54**	**71**	**39**	**114**	**11**	**53**	**16**	**23**	**51**
UNWEIGHTED SAMPLE SIZE (#)	**820**	**262**	**44**	**171**	**121**	**73**	**25**	**124**	**92**	**26**	**95**	**22**	**21**	**23**	**52**	**16**

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- By Media -

TABLE 18t:

Would you say that GOING ON VACATION GETAWAYS in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Exceeded your expectations	32	27	31	34	23	42	38	36	33	12	19	31	40	17	22	38
Met your expectations	63	65	63	65	75	56	54	63	61	84	72	60	60	79	78	54
Did not meet your expectations	3	5	6	1	1	1	0	0	2	0	8	9	0	4	0	0
Nothing to compare with	1	1	0	0	0	1	0	0	1	0	0	0	0	0	0	0
Don't know/No answer	2	3	0	1	0	0	7	0	3	4	2	0	0	0	0	8
WEIGHTED SAMPLE SIZE (#)	**738**	**323**	**22**	**171**	**40**	**92**	**43**	**47**	**86**	**36**	**116**	**12**	**42**	**12**	**17**	**41**
UNWEIGHTED SAMPLE SIZE (#)	**833**	**259**	**61**	**196**	**105**	**77**	**33**	**102**	**120**	**26**	**99**	**23**	**19**	**17**	**37**	**13**

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- By Media -

TABLE 18u:

Would you say that SEEING LOCAL ARTS AND CRAFTS in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Exceeded your expectations	17	16	13	19	21	14	23	13	16	12	17	19	21	20	22	23
Met your expectations	74	75	79	69	73	80	65	81	75	77	75	70	65	74	75	65
Did not meet your expectations	6	4	4	9	4	5	8	3	5	9	6	6	11	2	3	8
Nothing to compare with	1	2	1	1	1	1	0	0	1	0	1	2	0	0	0	0
Don't know/No answer	2	3	2	3	1	0	4	3	3	2	2	3	3	4	0	4
WEIGHTED SAMPLE SIZE (#)	**1562**	**662**	**41**	**362**	**89**	**209**	**84**	**115**	**145**	**69**	**218**	**27**	**128**	**30**	**33**	**83**
UNWEIGHTED SAMPLE SIZE (#)	**1668**	**536**	**99**	**365**	**224**	**173**	**51**	**220**	**194**	**47**	**193**	**53**	**50**	**41**	**73**	**26**

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TABLE 18v:

Would you say that DINING OR SAMPLING MARITIME FOODS in Nova Scotia (answer from q#9) exceeded your expectations, met expectations, or did not meet expectations that you had before coming to Nova Scotia for this vacation?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Exceeded your expectations	38	35	44	37	36	46	48	31	37	32	40	48	38	37	37	48
Met your expectations	54	56	45	52	50	49	48	63	55	50	52	45	52	47	49	48
Did not meet your expectations	6	6	9	8	8	3	4	4	5	12	7	5	9	9	9	4
Nothing to compare with	0	0	1	0	1	0	0	0	1	0	0	2	0	0	1	0
Don't know/No answer	3	3	0	3	5	2	0	2	4	7	1	0	2	8	4	0
WEIGHTED SAMPLE SIZE (#)	**1732**	**742**	**46**	**414**	**96**	**226**	**88**	**120**	**181**	**83**	**226**	**27**	**141**	**33**	**36**	**86**
UNWEIGHTED SAMPLE SIZE (#)	**1866**	**602**	**114**	**416**	**237**	**191**	**57**	**249**	**235**	**57**	**205**	**54**	**57**	**45**	**81**	**27**

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- By Media -

TABLE 19:

How many individuals, including yourself and children, were in your party on this vacation in Nova Scotia (answer from Q#9)?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
1-2	56	53	60	59	54	54	63	56	56	53	51	57	60	52	52	63
3-4	28	31	22	22	27	30	17	32	22	21	33	28	23	26	30	17
5-6	10	10	15	10	8	11	14	8	10	23	11	11	7	8	10	14
7+	6	6	2	9	11	5	6	4	11	3	5	4	10	14	9	6
Don't know/No answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**2115**	**915**	**59**	**489**	**116**	**267**	**113**	**155**	**210**	**105**	**299**	**33**	**170**	**40**	**42**	**111**
UNWEIGHTED SAMPLE SIZE (#)	**2254**	**729**	**140**	**487**	**292**	**230**	**67**	**309**	**272**	**73**	**259**	**66**	**67**	**57**	**93**	**35**
MEAN	4	4	3	5	5	3	4	4	5	4	3	3	5	8	3	4

TABLE 20:

Which of the following best describes the composition of your party on this vacation? Did you vacation:

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
As a couple	43	43	48	43	41	44	37	49	46	40	37	44	43	47	31	37
As a family with children	21	22	18	19	21	28	14	21	15	30	24	21	17	16	28	14
As two or more couples	10	11	7	7	9	9	6	12	13	4	12	10	6	10	8	6
With friend(s)	8	7	9	11	8	7	14	7	9	8	7	8	14	11	10	14
As two or more families with children	5	5	6	4	6	3	0	4	5	5	8	6	4	3	10	0
Alone (Only if ONE in party)	4	5	4	4	4	3	11	1	2	2	4	4	2	1	5	11
With an organized group/tour	4	3	4	7	6	2	11	2	8	3	3	3	8	11	2	11
Relatives/family (general)	3	2	5	4	3	1	3	3	1	6	3	5	6	1	5	3
As a couple with friends/relatives	1	1	0	1	1	1	3	1	0	2	0	0	0	0	0	3
As a family with friends	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0
Family without children	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0
Other	0	0	0	0	1	1	0	1	0	0	1	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**2115**	**915**	**59**	**489**	**116**	**267**	**113**	**155**	**210**	**105**	**299**	**33**	**170**	**40**	**42**	**111**
UNWEIGHTED SAMPLE SIZE (#)	**2254**	**729**	**140**	**487**	**292**	**230**	**67**	**309**	**272**	**73**	**259**	**66**	**67**	**57**	**93**	**35**

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- By Media -

TABLE 22:

Did the availability of service in French during your vacation to Nova Scotia (answer from q#9) exceed your expectations, met your expectations, or did not meet your expectations?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source	.					.	.	.
Exceeded expectations	16	12	4	46	100	7	0	16	0	7	13	16	55	0	0	0
Met expectations	64	66	71	47	0	68	100	65	0	76	59	68	36	0	0	0
Did not meet expectations	18	20	17	7	0	21	0	19	0	12	25	11	9	0	0	0
Nothing to compare to	1	1	8	0	0	4	0	0	0	6	2	5	0	0	0	0
Don't know/No answer	1	1	0	0	0	0	0	0	0	0	2	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**372**	**263**	**26**	**52**	**0**	**16**	**0**	**14**	**0**	**31**	**140**	**7**	**40**	**0**	**0**	**0**
UNWEIGHTED SAMPLE SIZE (#)	**238**	**131**	**40**	**17**	**1**	**28**	**1**	**20**	**0**	**27**	**74**	**19**	**11**	**0**	**0**	**0**

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TABLE 24:

When choosing a vacation destination, is it (read responses) that the destination can offer you the majority of service in French?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source	.					.	.	.
Critically important	44	44	55	39	0	39	0	48	0	44	40	37	45	0	0	0
Important, but not critical	23	25	16	22	0	11	0	32	0	22	23	21	18	0	0	0
Not very important	18	16	20	25	100	25	0	20	0	18	18	21	27	0	0	0
Not at all important	12	13	8	8	0	21	100	0	0	16	16	16	0	0	0	0
Depends	1	1	1	0	0	4	0	0	0	0	2	5	0	0	0	0
Don't know/No answer	2	1	0	7	0	0	0	0	0	0	2	0	9	0	0	0
WEIGHTED SAMPLE SIZE (#)	**372**	**263**	**26**	**52**	**0**	**16**	**0**	**14**	**0**	**31**	**140**	**7**	**40**	**0**	**0**	**0**
UNWEIGHTED SAMPLE SIZE (#)	**238**	**131**	**40**	**17**	**1**	**28**	**1**	**20**	**0**	**27**	**74**	**19**	**11**	**0**	**0**	**0**

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TABLE 27:

(Ask only if vacationed in Nova Scotia in June, Jul, Aug, Sept., Oct., or Nov in Q#7) During your vacation to Nova Scotia, did you notice any programs specifically designed to provide services to French-speaking visitors?

	Wgt Overall	Media				ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	WEB	Source	.							
Yes	58	56	55	60	82	0	40	37	83	0	0	0	0
No	42	44	45	40	18	0	60	63	17	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	76	58	7	6	5	0	4	28	2	0	0	0	0
UNWEIGHTED SAMPLE SIZE (#)	54	27	11	10	6	0	5	13	6	0	0	0	0

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TABLE 27a:

Can you recall the name of this program?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Ici, on Parle Francais	2	1	0	7	0	0	0	0	0	0	2	0	9	0	0	0
Other	1	1	0	0	0	0	0	3	0	0	0	0	0	0	0	0
Don't know/No answer	97	98	100	93	100	100	100	97	0	100	98	100	91	0	0	0
WEIGHTED SAMPLE SIZE (#)	340	237	23	52	0	14	0	13	0	28	122	7	40	0	0	0
UNWEIGHTED SAMPLE SIZE (#)	216	119	36	17	1	24	1	18	0	24	66	18	11	0	0	0

TABLE 27b:

Ici, on Parle Francais is a program designed to meet the needs of French visitors by highlighting to visitors those tourism operators and attractions which provide services in French. Were you aware of this program during this visit to Nova Scotia?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Yes	17	17	28	19	0	11	0	15	0	24	22	26	20	0	0	0
No	83	83	72	81	100	89	100	85	0	76	78	74	80	0	0	0
WEIGHTED SAMPLE SIZE (#)	366	261	26	49	0	16	0	14	0	31	137	7	36	0	0	0
UNWEIGHTED SAMPLE SIZE (#)	236	130	40	16	1	28	1	20	0	27	73	19	10	0	0	0

TABLE 28:

Which of the following means of transportation did you use to travel to Nova Scotia(answer from Q#9)?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Passenger vehicle	72	74	77	67	78	80	52	75	68	82	73	77	63	85	83	51
Commercial airline/private plane	19	20	20	22	17	12	25	19	22	20	19	22	16	7	17	26
Recreational vehicle	8	8	4	9	7	8	3	6	6	5	8	5	17	5	6	3
Bus/Motorcoach	6	4	5	10	7	2	14	5	9	8	5	5	11	9	3	14
Ship/Ferry	4	4	3	4	4	5	3	5	4	5	6	2	2	4	2	3
Portland to Yarmouth (Scotia Prince)	3	4	7	3	1	3	3	2	5	1	0	9	0	0	0	3
Train	3	3	2	3	1	2	6	3	2	3	3	3	2	2	1	6
Bar Harbour to Yarmouth (Cat Ferry)	2	1	1	2	1	4	0	8	5	1	1	2	0	0	0	0
Digby to St. John	2	1	0	1	2	2	0	5	2	1	1	0	2	0	3	0
Cruise Ship	1	0	0	1	0	1	8	1	3	0	1	0	0	0	0	9
Caribou to Wood Island	1	1	1	0	2	4	0	1	1	0	0	1	0	3	3	0
Sidney to Port aux Basque	0	0	0	0	2	2	0	1	0	0	0	0	0	5	0	0
Motorcycle	0	0	1	1	0	0	0	1	1	0	0	2	0	0	0	0
Sydney to Argentia	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	1	0	1	1	0	0	1	1	0	1	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**2110**	**913**	**59**	**489**	**115**	**266**	**113**	**155**	**208**	**105**	**299**	**33**	**170**	**39**	**42**	**111**
UNWEIGHTED SAMPLE SIZE (#)	**2250**	**727**	**140**	**487**	**291**	**229**	**67**	**309**	**270**	**73**	**259**	**66**	**67**	**56**	**93**	**35**

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TABLE 29:

Did you purchase any travel packages that included transportation and/or accommodations on your most recent vacation in Nova Scotia(answer to Q#9)?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Yes	16	16	13	17	17	14	15	11	22	7	16	6	14	21	12	14
No	84	84	86	81	83	85	85	89	77	93	84	92	84	79	88	86
Don't know/No answer	1	0	1	1	0	1	0	0	1	0	0	2	2	0	0	0
WEIGHTED SAMPLE SIZE (#)	**2115**	**915**	**59**	**489**	**116**	**267**	**113**	**155**	**210**	**105**	**299**	**33**	**170**	**40**	**42**	**111**
UNWEIGHTED SAMPLE SIZE (#)	**2254**	**729**	**140**	**487**	**292**	**230**	**67**	**309**	**272**	**73**	**259**	**66**	**67**	**57**	**93**	**35**

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- By Media -

TABLE 30:

Did you contact a travel agent to assist you with planning your most recent vacation in Nova Scotia(answer to Q#9)?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Yes	15	15	11	20	15	8	20	14	15	15	17	9	23	11	17	20
No	85	85	89	80	85	92	80	86	84	85	83	91	76	88	83	80
Don't know/No answer	0	0	0	0	0	0	0	0	1	0	0	0	1	1	0	0
WEIGHTED SAMPLE SIZE (#)	**2115**	**915**	**59**	**489**	**116**	**267**	**113**	**155**	**210**	**105**	**299**	**33**	**170**	**40**	**42**	**111**
UNWEIGHTED SAMPLE SIZE (#)	**2254**	**729**	**140**	**487**	**292**	**230**	**67**	**309**	**272**	**73**	**259**	**66**	**67**	**57**	**93**	**35**

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- By Media -

TABLE 31:

Did you contact a travel agent for any of the following reasons?

	Wgt Overall	Media						Source	ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR									
To book your vacation	61	57	96	68	51	35	71	65	52	82	58	100	79	21	62	71
For information about your vacation	45	36	55	63	46	25	29	51	58	63	47	18	70	45	37	29
For assistance with planning your vaction	43	44	41	49	58	32	14	39	48	48	41	18	56	66	56	14
To purchase a travel package or tour	39	41	38	39	37	17	57	32	40	30	50	12	50	42	31	57
To help you decide where you should go for your vacation	22	25	12	24	18	21	0	25	25	0	22	18	33	11	19	0
Did not contact travel agent for any of those reasons	7	9	3	5	8	6	0	2	8	0	8	0	7	0	19	0
Don't know/No answer	4	3	1	4	5	13	0	1	1	18	0	0	0	0	6	0
WEIGHTED SAMPLE SIZE (#)	**322**	**136**	**6**	**97**	**17**	**21**	**22**	**22**	**31**	**15**	**52**	**3**	**40**	**4**	**7**	**22**
UNWEIGHTED SAMPLE SIZE (#)	**320**	**110**	**13**	**80**	**46**	**18**	**10**	**43**	**38**	**9**	**44**	**6**	**14**	**7**	**16**	**7**

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- By Media -

TABLE 32:

Did your travel agent play a (read responses) role in terms of helping you choose a vacation destination?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Critically important	16	16	3	12	15	25	28	16	12	0	16	0	14	11	25	29
Important, but not critical	36	29	53	43	33	18	57	42	47	33	29	70	42	34	25	57
Not very important	18	21	6	15	18	24	14	22	12	28	24	12	7	21	12	14
Not at all important	28	34	37	25	34	27	0	21	29	39	30	18	31	34	37	0
Don't know/No answer	2	0	1	6	0	6	0	0	0	0	0	0	7	0	0	0
WEIGHTED SAMPLE SIZE (#)	**322**	**136**	**6**	**97**	**17**	**21**	**22**	**22**	**31**	**15**	**52**	**3**	**40**	**4**	**7**	**22**
UNWEIGHTED SAMPLE SIZE (#)	**320**	**110**	**13**	**80**	**46**	**18**	**10**	**43**	**38**	**9**	**44**	**6**	**14**	**7**	**16**	**7**

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- By Media -

TABLE 33:

How many nights, in total did you spend during your vacation in Nova Scotia(answer to Q# 9)?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Less than 3	7	6	7	6	10	8	9	6	7	1	4	9	8	21	3	9
3-4	24	24	21	20	19	32	34	26	30	17	27	22	18	29	10	34
5-7	34	36	31	33	28	34	23	33	35	42	35	28	24	26	31	23
8+	35	35	41	40	43	25	34	34	27	39	33	41	50	25	56	34
Don't know/No answer	0	0	0	1	0	1	0	1	1	1	1	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**2115**	**915**	**59**	**489**	**116**	**267**	**113**	**155**	**210**	**105**	**299**	**33**	**170**	**40**	**42**	**111**
UNWEIGHTED SAMPLE SIZE (#)	**2254**	**729**	**140**	**487**	**292**	**230**	**67**	**309**	**272**	**73**	**259**	**66**	**67**	**57**	**93**	**35**
MEAN (Excluding '0')	8.4	8.5	8.0	9.3	9.3	6.3	9.1	7.6	7.6	7.8	8.7	8.3	11.7	6.5	11.0	9.1
MEAN (Including '0')	8.4	8.5	7.9	9.2	9.3	6.2	9.1	7.6	7.5	7.7	8.6	8.3	11.7	6.5	11.0	9.1

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TABLE 34_1:

And how many of these nights did you stay: With friends/relatives:

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
0	71	69	78	71	56	81	72	77	76	65	72	74	68	63	43	71
1-2	6	5	4	8	5	6	8	4	6	3	7	6	10	4	6	9
3-4	6	6	6	4	14	8	6	6	7	5	6	7	1	22	12	6
5-7	8	10	5	9	7	1	6	6	7	18	5	5	6	1	12	6
8+	9	10	7	9	17	4	8	7	5	9	11	9	14	10	27	9
Don't know/No answer	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**2115**	**915**	**59**	**489**	**116**	**267**	**113**	**155**	**210**	**105**	**299**	**33**	**170**	**40**	**42**	**111**
UNWEIGHTED SAMPLE SIZE (#)	**2254**	**729**	**140**	**487**	**292**	**230**	**67**	**309**	**272**	**73**	**259**	**66**	**67**	**57**	**93**	**35**
MEAN	7.5	8.3	7.3	6.9	8.3	4.7	7.1	7.3	5.3	6.6	8.5	7.7	7.3	6.2	9.1	7.1

Averages do not include "0"

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TABLE 34_2:

And how many of these nights did you stay: In a hotel/motel:

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
0	47	46	52	50	52	43	43	45	43	68	38	55	57	55	49	43
2	7	6	6	5	12	11	9	4	5	5	8	6	6	20	6	9
3	9	10	9	8	9	11	6	11	15	1	13	11	9	6	12	6
4	9	8	5	8	3	7	14	16	9	6	9	6	6	4	2	14
5	8	11	8	6	7	6	8	5	6	8	15	5	2	6	10	9
6+	20	19	18	22	17	21	20	19	22	10	18	15	20	9	20	20
Don't know/No answer	0	0	2	0	0	0	0	0	0	1	0	2	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**2115**	**915**	**59**	**489**	**116**	**267**	**113**	**155**	**210**	**105**	**299**	**33**	**170**	**40**	**42**	**111**
UNWEIGHTED SAMPLE SIZE (#)	**2254**	**729**	**140**	**487**	**292**	**230**	**67**	**309**	**272**	**73**	**259**	**66**	**67**	**57**	**93**	**35**
MEAN	5.8	5.7	4.8	7.1	5.4	5.0	5.8	5.5	5.7	5.0	5.6	4.0	9.4	3.4	7.2	5.8

Averages do not include "0"

Corporate Research Associates Inc., 2003

NOVA SCOTIA DEPARTMENT OF TOURISM AND CULTURE

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TABLE 34_3:

And how many of these nights did you stay: In campgrounds/trailer parks:

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
0	84	85	81	80	81	81	94	85	90	71	86	81	68	77	83	94
1-2	2	1	2	4	2	3	0	1	1	5	1	3	7	3	2	0
3-4	4	3	2	3	6	7	3	5	2	5	4	3	6	11	2	3
5-7	5	6	6	3	6	4	0	7	5	8	4	5	2	5	9	0
8+	6	5	7	10	5	4	3	2	2	10	4	8	17	4	4	3
Don't know/No answer	0	0	2	0	0	0	0	0	0	1	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**2115**	**915**	**59**	**489**	**116**	**267**	**113**	**155**	**210**	**105**	**299**	**33**	**170**	**40**	**42**	**111**
UNWEIGHTED SAMPLE SIZE (#)	**2254**	**729**	**140**	**487**	**292**	**230**	**67**	**309**	**272**	**73**	**259**	**66**	**67**	**57**	**93**	**35**
MEAN	8.0	7.4	7.3	9.7	7.0	5.4	24.7	5.8	6.6	6.7	7.6	7.3	9.8	5.5	6.1	25.5

Averages do not include "0"

TABLE 34_4:

And how many of these nights did you stay: In Bed & Breakfasts:

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
0	91	93	84	92	90	87	97	86	94	91	92	80	93	90	90	97
1-2	3	3	4	3	4	6	0	4	3	4	2	5	2	5	4	0
3-4	2	2	4	2	2	4	0	2	1	5	4	5	1	3	3	0
5-7	2	1	3	2	1	3	3	6	2	0	1	4	4	2	0	3
8+	1	1	3	1	2	0	0	2	1	0	1	4	0	0	2	0
Don't know/No answer	0	0	2	0	0	0	0	0	0	1	0	2	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**2115**	**915**	**59**	**469**	**116**	**267**	**113**	**155**	**210**	**105**	**299**	**33**	**170**	**40**	**42**	**111**
UNWEIGHTED SAMPLE SIZE (#)	**2254**	**729**	**140**	**487**	**292**	**230**	**67**	**309**	**272**	**73**	**259**	**66**	**67**	**57**	**93**	**35**
MEAN	4.4	4.8	5.8	4.2	4.4	3.4	5.0	4.7	4.3	2.9	4.2	6.5	3.8	3.0	4.8	5.0

Averages do not include "0"

TABLE 34_5:

And how many of these nights did you stay: In country inns:

	Wgt Overall	Media						Source	ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR									
0	97	97	96	97	98	95	100	97	97	98	98	97	95	99	97	100
2	1	1	0	1	0	2	0	2	1	0	0	0	1	0	0	0
3	1	0	0	1	1	1	0	1	1	0	0	0	0	0	2	0
4	0	0	0	0	0	1	0	0	1	1	1	0	0	0	0	0
5	0	0	1	0	0	0	0	0	0	0	0	2	0	0	0	0
6	0	0	0	1	0	0	0	0	0	0	0	0	2	0	0	0
8+	1	0	0	1	1	1	0	0	1	0	0	2	0	1	1	0
Don't know/No answer	0	0	2	0	0	0	0	0	1	1	0	2	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**2115**	**915**	**59**	**489**	**116**	**267**	**113**	**155**	**210**	**105**	**299**	**33**	**170**	**40**	**42**	**111**
UNWEIGHTED SAMPLE SIZE (#)	**2254**	**729**	**140**	**487**	**292**	**230**	**67**	**309**	**272**	**73**	**259**	**66**	**67**	**57**	**93**	**35**
MEAN	4.5	3.0	4.0	9.6	4.8	3.2	.	2.4	4.2	4.0	2.8	5.0	15.1	4.1	6.0	.

Averages do not include "0"

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TABLE 34_6:

And how many of these nights did you stay: Other:

	Wgt Overall	Media						Source	ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR									
0	87	88	84	85	91	90	74	86	83	80	88	87	88	91	94	74
1-2	2	3	0	2	2	0	3	0	1	1	2	0	4	4	0	3
3-4	3	1	4	3	1	3	8	2	3	3	3	4	1	0	2	9
5-7	5	4	4	6	2	5	3	8	9	8	3	6	3	2	1	3
8+	4	4	6	4	3	0	11	3	4	7	4	3	4	2	3	11
Don't know/No answer	0	0	2	0	0	0	0	0	0	1	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**2115**	**915**	**59**	**489**	**116**	**267**	**113**	**155**	**210**	**105**	**299**	**33**	**170**	**40**	**42**	**111**
UNWEIGHTED SAMPLE SIZE (#)	**2254**	**729**	**140**	**487**	**292**	**230**	**67**	**309**	**272**	**73**	**259**	**66**	**67**	**57**	**93**	**35**
MEAN	8.4	10.2	8.2	6.5	13.3	5.0	7.6	7.9	9.7	7.3	11.1	7.7	5.0	7.4	21.0	7.7

Averages do not include "0"

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TABLE 34_7:

And how many of these nights did you stay: Other (Specify _____):

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Cabin/Cottage/Condo/Chalet	45	49	73	42	47	60	11	52	34	81	50	77	24	42	83	11
The boat/Cruise ship/Ferry	21	15	15	18	16	21	55	20	31	12	16	0	0	14	0	56
Time share	8	6	0	8	5	5	22	7	9	0	3	0	0	0	0	22
Resort	3	5	8	1	2	5	0	1	0	0	2	14	0	0	0	0
Own a home/Cottage	3	3	0	2	5	0	11	1	4	7	0	0	0	0	0	11
Campgrounds	2	4	0	0	5	0	0	1	4	0	4	0	0	0	0	0
University/Hostile/Militray base	1	2	0	0	0	5	0	0	2	0	0	0	0	0	0	0
Bed & Breakfast	1	0	0	5	0	0	0	0	0	0	0	0	18	0	0	0
Slept while traveling/Within vehicle	1	1	0	4	0	0	0	0	2	0	0	0	13	0	0	0
Friends/Relatives	0	1	0	0	0	0	0	3	0	0	2	0	0	0	0	0
Hotel/Motel	0	0	0	2	0	0	0	0	3	0	0	0	0	0	0	0
Villa	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0
Other	10	9	5	19	9	0	0	16	6	0	14	9	44	14	0	0
Don't know/No answer	4	8	0	0	14	5	0	0	5	0	11	0	0	31	17	0
WEIGHTED SAMPLE SIZE (#)	**281**	**114**	**8**	**73**	**10**	**25**	**29**	**22**	**36**	**20**	**34**	**4**	**21**	**3**	**3**	**29**
UNWEIGHTED SAMPLE SIZE (#)	**291**	**94**	**18**	**77**	**30**	**25**	**14**	**33**	**42**	**15**	**34**	**8**	**8**	**6**	**6**	**9**

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TABLE 34a:

Were there any specific areas or attractions that you planned to visit in Nova Scotia, prior to coming to Nova Scotia?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Halifax area	27	26	26	25	24	34	28	20	24	28	22	29	17	23	27	29
Cabot Trail	18	18	34	17	19	17	28	13	15	10	15	39	21	17	20	29
Cape Breton Island	17	18	14	19	17	15	14	17	18	10	15	13	23	13	16	14
Peggy's Cove	15	13	13	15	14	17	28	19	15	24	14	16	15	14	9	29
Lunenburg	11	11	6	12	9	11	0	12	5	24	11	8	10	4	16	0
Louisbourg/Fortress Louisbourg	10	12	11	4	8	13	15	2	10	6	10	14	4	6	11	14
Yarmouth/Digby/Evangeline Trail	7	7	12	8	8	7	1	8	11	12	2	15	6	0	13	0
Bay of Fundy area	5	6	3	7	3	5	1	4	10	22	5	0	0	4	2	0
Annapolis Valley	5	4	1	6	7	5	0	8	3	12	5	0	8	2	11	0
South Shore	3	2	4	3	7	5	0	4	6	0	1	6	4	2	13	0
Sunrise Trail	3	2	3	5	3	4	0	3	6	1	2	0	6	6	0	0
Light House Route	3	2	8	3	6	3	0	2	3	12	3	11	0	0	13	0
Truro	2	1	0	5	0	2	14	2	4	0	0	0	4	0	0	14
Alexander Graham Bell Museum/Baddeck	2	3	1	0	2	2	0	2	2	0	2	2	0	0	4	0
Whale Watching	2	1	2	5	0	0	0	1	0	0	1	3	13	0	0	0
All of the province/Trails	2	2	0	3	1	1	0	3	0	12	2	0	0	2	0	0
Gloosecap Trail	1	1	1	4	2	1	0	0	1	12	1	0	6	0	2	0
Coastal areas/Beaches/Ocean	1	1	3	2	1	1	0	4	0	0	0	3	0	0	2	0
Sightseeing/Tourist sites/Attractions (general)	1	2	2	1	0	0	0	3	1	0	2	3	0	0	0	0
Sydney area	1	0	2	0	2	3	0	1	0	0	1	3	0	4	0	0
Mahone Bay	1	1	4	1	2	0	0	0	2	0	2	5	2	0	4	0
Upper Clements Park	1	1	0	0	1	1	0	2	0	0	1	0	0	0	2	0

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TABLE 34a:

Were there any specific areas or attractions that you planned to visit in Nova Scotia, prior to coming to Nova Scotia?

(cont.)

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Marine Drive	1	1	2	0	0	0	0	0	0	0	0	3	0	0	0	0
Citadel Hill	0	0	0	1	2	0	0	0	2	0	0	0	0	0	4	0
Miner's Museum/Glace Bay	0	0	0	0	3	0	0	0	0	0	0	0	0	4	2	0
North Shore	0	0	0	1	1	0	0	0	0	0	0	0	2	0	2	0
Other	6	8	2	5	7	5	0	7	8	0	10	2	0	4	11	0
No/None/No particular area	28	31	25	23	31	21	56	32	34	16	30	20	22	42	24	57
Don't know/No answer	2	2	0	1	1	2	0	2	1	0	1	0	2	0	0	0
WEIGHTED SAMPLE SIZE (#)	**860**	**344**	**26**	**154**	**56**	**180**	**24**	**76**	**62**	**24**	**110**	**19**	**64**	**24**	**20**	**22**
UNWEIGHTED SAMPLE SIZE (#)	**948**	**273**	**64**	**168**	**125**	**149**	**30**	**139**	**92**	**15**	**108**	**37**	**32**	**28**	**45**	**7**

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TABLE 35:

During your vacation in Nova Scotia, what particular regions or attractions did you visit?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Halifax area	48	45	39	48	45	53	69	44	31	53	42	45	54	43	44	71
Peggy's Cove	22	18	14	23	24	28	41	21	17	29	21	17	16	19	29	43
Cape Breton Island	22	23	22	21	32	21	14	23	24	6	20	26	24	28	27	14
Cabot Trail	22	25	27	22	23	16	28	13	26	9	26	28	27	24	22	29
Yarmouth/Digby/Evangeline Trail	16	16	13	13	8	14	29	32	19	0	11	16	9	2	11	29
Lunenburg	15	14	13	18	17	14	13	18	6	23	12	16	23	12	27	14
Louisbourg/Fortress Louisbourg	12	16	12	5	12	16	1	3	12	6	12	15	5	8	13	0
South Shore	11	12	11	9	11	9	1	13	13	8	8	12	4	13	13	0
Annapolis Valley	10	13	4	7	12	9	0	6	7	12	8	3	8	4	16	0
Bay of Fundy area	9	9	13	11	6	7	1	9	14	23	4	18	0	2	4	0
Sunrise Trail	7	9	6	5	11	4	0	7	2	4	10	2	8	13	4	0
Sydney area	5	5	9	2	11	4	0	5	4	0	4	11	0	13	4	0
Gloosecap Trail	5	7	3	4	4	2	0	2	1	0	6	3	11	0	9	0
Light House Route	5	4	10	3	7	4	0	10	5	12	4	12	0	0	13	0
Alexander Graham Bell Museum/Baddeck	3	6	2	1	2	2	0	2	2	0	5	2	0	2	2	0
All of the province/trails	3	2	4	6	1	6	0	0	4	21	2	0	0	2	0	0
Truro	3	1	0	5	6	3	14	2	4	0	2	0	5	4	2	14
Coastal Areas/Beaches/Ocean	2	3	2	3	3	2	0	3	0	6	5	3	0	4	2	0
Sightseeing/Tourist sites/Attractions (general)	2	4	0	2	2	0	1	2	7	0	4	0	0	0	0	0
North Shore	1	1	4	1	2	1	0	1	0	0	1	5	2	0	4	0
Mahone Bay	1	1	6	1	2	0	0	0	2	0	2	8	2	0	4	0
Marine Drive	1	1	3	0	1	0	0	1	1	0	0	3	0	0	2	0

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TABLE 35:

During your vacation in Nova Scotia, what particular regions or attractions did you visit?

(cont.)

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Citadel Hill	1	0	0	1	2	0	0	4	3	0	0	0	0	0	2	0
National/Provincial Parks (non specific)	1	2	0	1	0	1	0	5	1	0	4	0	2	0	0	0
Casino's	1	0	0	1	1	2	0	1	0	0	0	0	2	0	2	0
Eastern Shore/East Coast	1	2	0	0	0	1	0	0	2	0	2	0	0	0	0	0
Upper Clements Park	1	0	0	1	1	1	0	2	0	0	1	0	2	0	2	0
Other	6	8	7	8	9	1	0	3	9	4	7	5	5	11	9	0
No/None/No particular area	3	3	6	1	5	2	14	4	3	4	1	2	0	4	7	14
Don't know/No answer	4	4	6	5	2	2	1	7	9	4	4	2	5	0	0	0
WEIGHTED SAMPLE SIZE (#)	**854**	**344**	**26**	**150**	**56**	**180**	**24**	**73**	**62**	**24**	**111**	**19**	**60**	**24**	**20**	**22**
UNWEIGHTED SAMPLE SIZE (#)	**945**	**273**	**64**	**167**	**125**	**149**	**30**	**137**	**92**	**16**	**109**	**36**	**31**	**28**	**45**	**7**

Corporate Research Associates Inc., 2003

TABLE 37:

How many nights, if any, did you spend on Cape Breton Island?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
None	53	51	56	57	47	50	71	60	58	80	46	55	52	53	51	71
1	8	6	6	8	9	11	0	7	8	0	8	8	5	10	7	0
2	14	16	12	10	14	16	15	9	11	6	19	12	10	11	16	14
3	11	9	12	14	9	13	13	10	10	10	7	10	24	9	7	14
4-6	8	10	10	6	11	5	0	9	7	0	9	14	5	12	7	0
7+	6	6	4	4	10	5	0	5	6	4	8	0	5	4	13	0
Don't know/No answer	1	2	0	0	0	0	0	0	0	0	2	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**833**	**329**	**25**	**146**	**56**	**180**	**24**	**73**	**62**	**24**	**102**	**18**	**57**	**24**	**20**	**22**
UNWEIGHTED SAMPLE SIZE (#)	**932**	**265**	**62**	**166**	**124**	**148**	**30**	**137**	**92**	**15**	**103**	**35**	**30**	**28**	**45**	**7**
MEAN	3.9	4.7	3.5	3.1	4.5	3.0	2.5	3.9	3.7	4.0	6.0	3.0	3.2	3.2	5.6	2.5

Mean results do not include '0' nights

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TABLE 42a:

In total, how much did you, and those in your immediate party, spend per day, in Canadian dollars, on each of the following (including credit card purchases) during your vacation this summer in Nova Scotia? Food/beverage: $

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
None	4	4	0	4	11	4	0	3	3	12	1	0	2	19	7	0
$1 - $19	2	2	2	3	1	1	13	1	2	0	3	3	5	0	2	14
$20 - $49	16	13	5	21	20	21	1	18	13	12	8	5	30	31	13	0
$50 - $74	19	21	18	16	14	19	28	20	18	4	18	19	23	2	24	29
$75 or more	36	37	40	31	29	44	16	34	28	23	47	39	33	35	24	14
Don't know/No answer	22	23	34	26	25	11	42	24	36	50	22	34	7	13	29	43
WEIGHTED SAMPLE SIZE (#)	**833**	**329**	**25**	**146**	**56**	**180**	**24**	**73**	**62**	**24**	**102**	**18**	**57**	**24**	**20**	**22**
UNWEIGHTED SAMPLE SIZE (#)	**932**	**265**	**62**	**166**	**124**	**148**	**30**	**137**	**92**	**15**	**103**	**35**	**30**	**28**	**45**	**7**
MEAN	75	79	112	68	63	76	54	67	76	69	89	119	62	61	66	53

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TABLE 42b:

In total, how much did you, and those in your immediate party, spend per day, in Canadian dollars, on each of the following (including credit card purchases) during your vacation this summer in Nova Scotia? Lodging/Accommodations: $

	Wgt Overall	Media						Source	ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR									
None	14	13	10	12	27	10	41	11	10	28	11	8	6	33	27	43
$1 - $19	1	1	0	3	0	1	0	1	4	0	0	0	5	0	0	0
$20 - $49	12	9	7	14	15	17	1	15	3	24	4	9	21	19	13	0
$50 - $74	8	10	3	7	6	9	0	3	5	0	10	3	5	2	7	0
$75 or more	48	48	53	43	39	54	29	49	48	23	59	54	56	42	36	29
Don't know/No answer	17	18	27	20	14	9	29	21	30	26	16	26	7	4	18	29
WEIGHTED SAMPLE SIZE (#)	**833**	**329**	**25**	**146**	**56**	**180**	**24**	**73**	**62**	**24**	**102**	**18**	**57**	**24**	**20**	**22**
UNWEIGHTED SAMPLE SIZE (#)	**932**	**265**	**62**	**166**	**124**	**148**	**30**	**137**	**92**	**15**	**103**	**35**	**30**	**28**	**45**	**7**
MEAN	79	81	104	73	69	82	60	78	85	56	98	110	72	69	68	58

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TABLE 42c:

In total, how much did you, and those in your immediate party, spend per day, in Canadian dollars, on each of the following (including credit card purchases) during your vacation this summer in Nova Scotia? Entertainment/Attractions: $

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
None	18	17	8	21	27	17	1	24	14	19	12	3	29	37	22	0
$1 - $9	2	2	0	6	0	2	0	0	4	12	0	0	5	0	0	0
$10 - $19	6	4	3	7	6	8	0	5	4	0	1	3	7	4	7	0
$20 - $39	23	22	16	17	17	30	15	29	19	6	17	17	27	11	16	14
$40 or more	31	33	40	26	28	32	43	24	28	26	43	43	25	35	29	43
Don't know/No answer	20	22	33	23	23	11	41	18	30	38	26	34	7	13	27	43
WEIGHTED SAMPLE SIZE (#)	**833**	**329**	**25**	**146**	**56**	**180**	**24**	**73**	**62**	**24**	**102**	**18**	**57**	**24**	**20**	**22**
UNWEIGHTED SAMPLE SIZE (#)	**932**	**265**	**62**	**166**	**124**	**148**	**30**	**137**	**92**	**15**	**103**	**35**	**30**	**28**	**45**	**7**
MEAN	35	41	49	29	27	32	52	30	41	23	53	58	29	26	31	53

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TABLE 42d:

In total, how much did you, and those in your immediate party, spend per day, in Canadian dollars, on each of the following (including credit card purchases) during your vacation this summer in Nova Scotia? Merchandise/Gifts/Souvenirs: $

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
None	12	11	7	15	16	14	14	6	11	12	8	9	16	19	18	14
$1 - $9	4	4	1	9	2	2	0	8	2	12	2	0	12	0	0	0
$10 - $19	10	9	9	13	9	13	0	11	6	12	8	12	11	8	9	0
$20 - $49	25	26	24	22	26	27	1	25	20	23	30	20	25	19	31	0
$50 or more	29	30	28	20	28	32	56	29	29	4	32	30	29	44	18	57
Don't know/No answer	19	21	30	21	19	12	28	21	33	38	20	29	7	9	24	29
WEIGHTED SAMPLE SIZE (#)	**833**	**329**	**25**	**146**	**56**	**180**	**24**	**73**	**62**	**24**	**102**	**18**	**57**	**24**	**20**	**22**
UNWEIGHTED SAMPLE SIZE (#)	**932**	**265**	**62**	**166**	**124**	**148**	**30**	**137**	**92**	**15**	**103**	**35**	**30**	**28**	**45**	**7**
MEAN	43	44	64	30	44	44	78	47	50	17	50	71	31	59	31	80

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TABLE 42e:

In total, how much did you, and those in your immediate party, spend per day, in Canadian dollars, on each of the following (including credit card purchases) during your vacation this summer in Nova Scotia? Transportation while in Nova Scotia: $

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
None	23	26	15	24	24	18	41	16	20	20	32	9	27	34	22	43
$1 - $9	3	3	2	6	0	3	0	3	7	6	2	3	5	0	0	0
$10 - $19	10	10	5	13	4	12	0	9	14	12	10	6	18	4	2	0
$20 - $49	28	24	32	21	24	35	15	43	19	25	20	32	25	20	27	14
$50 or more	15	16	8	11	26	18	15	9	8	0	12	9	14	28	24	14
Don't know/No answer	21	21	38	25	22	13	28	21	32	38	23	40	12	13	24	29
WEIGHTED SAMPLE SIZE (#)	**833**	**329**	**25**	**146**	**56**	**180**	**24**	**73**	**62**	**24**	**102**	**18**	**57**	**24**	**20**	**22**
UNWEIGHTED SAMPLE SIZE (#)	**932**	**265**	**62**	**166**	**124**	**148**	**30**	**137**	**92**	**15**	**103**	**35**	**30**	**28**	**45**	**7**
MEAN	27	26	22	20	41	30	15	27	17	12	20	24	22	36	49	14

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TABLE 42f:

In total, how much did you, and those in your immediate party, spend per day, in Canadian dollars, on each of the following (including credit card purchases) during your vacation this summer in Nova Scotia? Other expenditures: $

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
None	59	61	49	54	59	61	71	57	50	35	63	48	65	63	62	71
$1 - $49	17	15	12	16	14	22	15	13	12	22	9	12	19	15	7	14
$50 or more	6	5	4	6	10	6	0	7	8	6	8	6	5	10	13	0
Don't know/No answer	18	19	34	23	17	10	15	23	29	38	20	35	12	11	18	14
WEIGHTED SAMPLE SIZE (#)	**833**	**329**	**25**	**146**	**56**	**180**	**24**	**73**	**62**	**24**	**102**	**18**	**57**	**24**	**20**	**22**
UNWEIGHTED SAMPLE SIZE (#)	**932**	**265**	**62**	**166**	**124**	**148**	**30**	**137**	**92**	**15**	**103**	**35**	**30**	**28**	**45**	**7**
MEAN	10	10	8	8	18	9	0	18	12	10	10	8	8	23	18	0

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TABLE q42f2:

Other expenditures: $

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Personal effects	15	4	14	26	13	26	1	12	16	0	1	18	38	8	0	0
Transportation	10	10	13	3	13	8	0	28	18	0	0	17	0	17	11	0
Merchandise/Gifts/Souvenirs	8	2	0	17	0	5	93	12	5	43	2	0	21	0	0	100
Food/Beverage	6	8	13	1	2	6	3	14	12	0	22	17	0	0	0	0
Entertainment/Attractions	4	3	0	4	3	8	0	2	9	0	0	0	0	0	11	0
Clothing/Shopping	3	0	0	1	7	10	0	0	0	0	0	0	0	8	11	0
All inclusive	3	0	0	13	4	0	1	0	0	22	0	0	21	8	0	0
Other	3	1	0	3	12	3	0	0	0	0	0	0	0	17	0	0
Don't know/Nothing in particular	52	73	73	34	49	42	1	36	40	35	74	65	21	42	67	0
WEIGHTED SAMPLE SIZE (#)	186	66	4	33	13	51	3	15	13	7	18	3	13	6	4	3
UNWEIGHTED SAMPLE SIZE (#)	198	54	8	33	30	40	7	26	16	4	20	6	6	8	9	1

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TABLE 42 (total):

In total, how much did you, and those in your immediate party, spend per day, in Canadian dollars (including credit card purchases) during your vacation this summer in Nova Scotia? Verify total amount per day

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
$1 - $99	10	10	7	15	9	9	15	11	7	12	5	8	12	0	13	14
$100 - $149	10	9	6	12	8	10	14	9	13	0	7	7	17	8	7	14
$150 - $199	12	11	10	12	22	13	1	10	11	22	8	9	11	24	22	0
$200 - $499	46	45	48	41	41	52	56	47	39	26	47	43	52	48	33	57
$500 or more	8	10	11	7	7	8	1	5	10	10	16	10	7	10	7	0
None	4	4	2	4	5	4	0	6	3	18	1	3	2	9	4	0
Don't know/No answer	10	11	16	9	7	4	14	13	18	12	17	20	0	0	13	14
WEIGHTED SAMPLE SIZE (#)	**833**	**329**	**25**	**146**	**56**	**180**	**24**	**73**	**62**	**24**	**102**	**18**	**57**	**24**	**20**	**22**
UNWEIGHTED SAMPLE SIZE (#)	**932**	**265**	**62**	**166**	**124**	**148**	**30**	**137**	**92**	**15**	**103**	**35**	**30**	**28**	**45**	**7**
MEAN	263	270	320	248	251	275	180	246	300	229	299	277	235	281	226	176

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TABLE 43:

What, if any, influence did the exchange rate between the Canadian dollar and the U.S. dollar have on your decision to vacation in Nova Scotia? Would you say the exchange rate was:

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Critically important	25	32	28	21	21	13	0	24	3	28	41	20	40	27	18	0
Important, but not critical	19	20	16	18	15	20	9	20	26	20	17	19	16	7	13	9
Not very important	10	8	15	11	9	8	26	13	15	9	6	11	9	8	6	26
Not at all important	42	36	37	45	50	55	62	41	54	37	28	50	30	54	54	63
Don't know/No answer	4	5	4	4	5	3	3	3	1	6	7	0	5	4	8	3
WEIGHTED SAMPLE SIZE (#)	**2480**	**1188**	**75**	**545**	**117**	**273**	**113**	**170**	**210**	**130**	**454**	**36**	**214**	**40**	**42**	**111**
UNWEIGHTED SAMPLE SIZE (#)	**2449**	**861**	**162**	**505**	**294**	**240**	**67**	**320**	**272**	**94**	**341**	**73**	**79**	**57**	**93**	**35**

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TABLE 46a:

As a result of contacting Nova Scotia by their Toll-Free number, by e-mail or regular mail, did you obtain any of the following vacation information? The 400 page(250 pages) Doers & Dreamers Travel Guide

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Yes	76	75	77	72	83	84	72	81	76	67	79	82	75	84	86	72
No	15	16	17	20	11	9	13	10	14	21	12	11	20	12	9	13
Can't recall	9	9	6	8	7	6	15	10	10	12	9	8	5	5	6	15
WEIGHTED SAMPLE SIZE (#)	**3276**	**1541**	**86**	**759**	**187**	**331**	**152**	**220**	**295**	**164**	**562**	**42**	**304**	**64**	**73**	**150**
UNWEIGHTED SAMPLE SIZE (#)	**3276**	**1163**	**195**	**687**	**466**	**286**	**87**	**392**	**384**	**117**	**445**	**84**	**109**	**91**	**162**	**47**

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- By Media -

TABLE 46b:

As a result of contacting Nova Scotia by their Toll-Free number, by e-mail or regular mail, did you obtain any of the following vacation information? Map of Nova Scotia

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Yes	71	68	65	68	75	79	79	80	76	62	66	80	64	77	71	79
No	21	23	28	22	16	16	15	14	16	25	27	14	26	16	19	15
Can't recall	8	8	7	10	9	6	6	6	8	13	8	6	10	7	10	6
WEIGHTED SAMPLE SIZE (#)	**3276**	**1541**	**86**	**759**	**187**	**331**	**152**	**220**	**295**	**164**	**562**	**42**	**304**	**64**	**73**	**150**
UNWEIGHTED SAMPLE SIZE (#)	**3276**	**1163**	**195**	**687**	**466**	**286**	**87**	**392**	**384**	**117**	**445**	**84**	**109**	**91**	**162**	**47**

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TABLE 47a:

How useful was this information [to you in planning your vacation in Nova Scotia]? Beginning with: Doers & Dreamers Travel Guide, would you say this information was:

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Very useful	75	75	77	74	78	78	59	76	80	74	76	82	74	76	81	59
Somewhat useful	17	15	18	17	18	15	32	19	14	21	17	12	16	24	15	32
Not very useful	2	2	2	3	1	2	6	2	2	0	2	3	4	0	1	6
Not at all useful	1	2	0	1	1	2	0	1	1	1	0	0	0	0	1	0
Don't know/No answer	5	6	3	6	2	2	3	1	3	4	5	3	6	0	2	3
WEIGHTED SAMPLE SIZE (#)	**2494**	**1160**	**66**	**545**	**155**	**279**	**110**	**178**	**225**	**110**	**443**	**34**	**228**	**53**	**62**	**108**
UNWEIGHTED SAMPLE SIZE (#)	**2523**	**888**	**149**	**496**	**378**	**244**	**64**	**304**	**296**	**79**	**355**	**68**	**84**	**74**	**139**	**34**

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TABLE 47b:

How useful was this information [to you in planning your vacation in Nova Scotia]? Beginning with: Map of Nova Scotia, would you say this information was:

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Very useful	76	77	82	73	79	79	70	75	71	74	80	81	78	78	83	70
Somewhat useful	15	13	10	19	18	16	16	18	21	16	11	10	14	22	12	16
Not very useful	2	2	1	1	1	1	5	1	1	0	2	2	1	0	1	5
Not at all useful	2	2	1	1	1	2	0	3	1	3	1	1	0	0	2	0
Don't know/No answer	5	6	6	6	2	2	8	2	6	7	6	6	7	0	3	8
WEIGHTED SAMPLE SIZE (#)	**2323**	**1054**	**56**	**517**	**140**	**261**	**120**	**177**	**224**	**101**	**369**	**34**	**194**	**49**	**52**	**118**
UNWEIGHTED SAMPLE SIZE (#)	**2431**	**829**	**140**	**508**	**349**	**222**	**68**	**315**	**298**	**71**	**312**	**67**	**71**	**70**	**115**	**37**

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TABLE 48:

What, if any, other specific information would you have liked to to receive on the province of Nova Scotia?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
More information on accommodations	6	6	8	4	4	4	13	4	5	6	7	5	4	5	3	13
More detailed map/map of area	4	4	3	5	5	5	0	5	2	3	4	4	7	4	6	0
Information on attractions/historic sites	4	4	3	5	2	1	5	0	3	4	4	5	6	3	2	5
More campground information	3	2	1	5	3	2	3	0	2	1	3	3	11	2	6	3
Information on local festivals and events	2	2	2	2	3	2	0	1	3	2	2	3	0	1	3	0
Information on Bed and Breakfasts	2	2	2	1	2	0	5	2	1	2	4	0	0	2	3	5
Restaurants/Food	1	2	1	2	2	1	0	1	2	2	2	0	2	4	1	0
Transportation options to/within NS	1	1	2	2	0	0	5	1	1	2	1	3	2	0	0	5
Ferry information	1	1	2	1	0	1	8	1	2	1	0	0	1	0	1	8
Packages/Coupons	1	1	1	1	2	1	0	2	0	2	1	0	1	2	1	0
Outdoor activities/Recreation	1	0	2	2	1	0	3	1	1	0	0	3	4	0	2	3
Sightseeing information	1	1	0	1	0	0	3	0	0	3	1	0	0	1	0	3
Family/Children oriented activities	1	1	0	0	0	1	0	0	1	1	0	0	0	0	0	0
Fishing/Hunting information	0	0	0	1	1	0	0	2	1	1	0	0	0	0	1	0
Travel information between areas/Markings/ Mileage	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0
More information on Cape Breton	0	0	0	1	2	0	0	0	0	0	0	0	1	4	0	0
Satisfied with information received	0	0	0	1	0	0	0	0	1	0	0	0	1	1	0	0
More specific information	0	0	0	1	0	1	0	0	0	0	0	0	1	0	0	0
More information about heritage and culture	0	0	1	0	1	0	3	0	0	1	0	0	0	0	1	3
Information on tours/bus tours	0	0	0	0	1	0	0	0	1	0	0	0	0	0	1	0
Provincial/National Parks	0	0	1	0	1	0	3	0	0	0	0	1	1	2	0	3
Include pictures/Posters with information	0	0	0	1	1	0	0	0	0	2	1	0	0	2	0	0
Hiking/Cycling trails/Information	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0

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TABLE 48:

What, if any, other specific information would you have liked to to receive on the province of Nova Scotia?

(cont.)

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Golf/Golfing excursions	0	0	0	0	1	0	0	1	0	0	0	0	1	2	1	0
Information on pricing/Exchange rate	0	0	1	0	0	0	0	0	1	1	1	1	0	0	0	0
Crafts/Local Art/Art Galleries	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
More timely information/Did not receive information	0	0	0	0	0	1	0	1	0	0	0	0	0	0	1	0
A video/CD	0	0	0	0	1	0	0	0	0	0	0	0	0	0	2	0
Improve layout of information/Too confusing	0	0	0	0	1	1	0	0	0	0	0	0	0	2	0	0
General information	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Whale watching information	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
English/French literature	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0
Land ownership/Real estate	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Information for seniors/Disability access	0	0	0	0	1	0	0	0	0	0	0	0	0	2	1	0
Genelogy information	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Doers and Dreamers Guide	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
Information on music/Theatre/Entertainment/ Concerts	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Weather conditions during each month/season	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Off season information	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
Information on shopping/markets	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0
Regulations (tax reinbursement, fishing license, green card)	0	0	1	0	0	0	0	0	0	0	0	2	0	0	0	0
Other	4	4	5	4	3	3	8	2	3	4	5	8	4	4	3	8
Nothing	69	68	73	67	69	75	67	72	72	71	68	76	63	64	70	67
Don't know/No answer	5	6	2	7	4	1	0	3	6	5	6	0	7	4	3	0

TABLE 48:

What, if any, other specific information would you have liked to to receive on the province of Nova Scotia?

(cont.)

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
WEIGHTED SAMPLE SIZE (#)	2859	1333	74	646	168	311	126	200	267	131	486	39	264	57	67	124
UNWEIGHTED SAMPLE SIZE (#)	2897	1023	173	595	415	268	74	349	349	94	390	77	96	80	149	39

TABLE 49:

Did you use an on-line service, like the Internet, in order to obtain travel or tourism information when planning your most recent vacation in Nova Scotia (answer from Q#9)?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Yes	38	31	39	34	32	81	30	45	36	34	29	45	34	25	40	30
No	61	68	60	64	67	18	68	54	63	65	68	55	62	74	59	68
Don't know/No answer	1	1	1	2	1	1	2	1	1	1	2	0	3	1	1	2
WEIGHTED SAMPLE SIZE (#)	3276	1541	86	759	187	331	152	220	295	164	562	42	304	64	73	150
UNWEIGHTED SAMPLE SIZE (#)	3276	1163	195	687	466	286	87	392	384	117	445	84	109	91	162	47

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- By Media -

TABLE 49a:

Did you visit NovaScotia.com or explorens.com, Nova Scotia's official tourism websites?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Yes	28	21	42	21	26	75	19	35	21	30	20	44	22	25	26	19
No	65	73	53	73	67	14	76	55	74	64	75	50	71	67	67	77
Don't know/No answer	7	6	4	6	7	11	4	10	5	7	5	5	7	8	7	4
WEIGHTED SAMPLE SIZE (#)	**3276**	**1541**	**86**	**759**	**187**	**331**	**152**	**220**	**295**	**164**	**562**	**42**	**304**	**64**	**73**	**150**
UNWEIGHTED SAMPLE SIZE (#)	**3276**	**1163**	**195**	**687**	**466**	**286**	**87**	**392**	**384**	**117**	**445**	**84**	**109**	**91**	**162**	**47**

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TABLE 49b:

How did the Nova Scotia Website compare to other tourism websites you have visited? Was the Nova Scotia tourism website [READ RESPONSES] than other tourism websites you have seen?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Better	29	30	25	30	23	28	55	28	37	39	22	23	23	15	26	56
No different	56	52	55	55	60	63	34	59	45	46	58	58	57	70	55	33
Worse	2	1	4	4	2	1	0	2	2	2	0	2	10	3	0	0
Nothing to compare it to	5	6	5	2	7	5	0	5	4	0	3	6	5	3	12	0
Don't know/No answer	8	11	12	8	8	3	11	7	13	12	17	11	4	9	7	11
WEIGHTED SAMPLE SIZE (#)	**921**	**321**	**36**	**160**	**49**	**247**	**29**	**78**	**61**	**49**	**112**	**19**	**67**	**16**	**19**	**29**
UNWEIGHTED SAMPLE SIZE (#)	**1000**	**262**	**72**	**151**	**130**	**212**	**25**	**148**	**76**	**37**	**105**	**37**	**26**	**26**	**42**	**9**

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- By Media -

TABLE 49c:

As a result of the September 11th attacks on the United States last year, what effect if any, did that incident have on your vacation plans this year? Did you:

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Eliminated your vacation plans	3	3	2	3	3	2	6	4	2	2	3	2	3	2	4	6
Reduced your vacation plans	6	5	6	8	4	3	15	7	8	5	4	7	9	4	2	15
Made no changes to your vacation plans	67	65	72	64	70	80	60	75	71	70	62	71	53	72	73	60
Did you have no vacation previously planned	17	19	12	19	19	11	17	11	13	19	22	12	27	22	15	17
Changed plans, but did not reduce	3	2	2	4	2	2	2	2	4	2	2	4	3	1	2	2
Don't know/No answer	4	6	5	3	2	2	0	1	1	2	7	4	4	0	3	0
WEIGHTED SAMPLE SIZE (#)	**3276**	**1541**	**86**	**759**	**187**	**331**	**152**	**220**	**295**	**164**	**562**	**42**	**304**	**64**	**73**	**150**
UNWEIGHTED SAMPLE SIZE (#)	**3276**	**1163**	**195**	**687**	**466**	**286**	**87**	**392**	**384**	**117**	**445**	**84**	**109**	**91**	**162**	**47**

NOVA SCOTIA DEPARTMENT OF TOURISM AND CULTURE

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- By Media -

TABLE 50:

Gender (by observation):

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Male	44	44	46	44	41	47	51	42	49	43	39	46	46	42	41	51
Female	56	56	54	56	59	53	49	58	51	57	61	54	54	58	59	49
WEIGHTED SAMPLE SIZE (#)	**3276**	**1541**	**86**	**759**	**187**	**331**	**152**	**220**	**295**	**164**	**562**	**42**	**304**	**64**	**73**	**150**
UNWEIGHTED SAMPLE SIZE (#)	**3276**	**1163**	**195**	**687**	**466**	**286**	**87**	**392**	**384**	**117**	**445**	**84**	**109**	**91**	**162**	**47**

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TABLE 51:

In which of the following categories does your age fall? Are you:

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
18-24	2	1	5	2	1	4	2	2	1	3	1	2	3	2	1	2
25-34	7	7	4	5	8	12	2	5	2	5	9	6	5	10	9	2
35-44	16	14	15	16	17	25	4	16	8	29	15	10	17	17	21	4
45-54	23	23	31	18	26	27	26	27	21	27	25	32	14	26	31	26
55-64	26	28	28	27	25	20	28	27	26	21	25	24	32	20	23	28
65+	26	26	16	33	23	11	36	23	41	14	22	24	30	27	15	36
Refused	1	1	1	1	0	1	2	0	0	2	2	1	0	0	0	2
WEIGHTED SAMPLE SIZE (#)	**3276**	**1541**	**86**	**759**	**187**	**331**	**152**	**220**	**295**	**164**	**562**	**42**	**304**	**64**	**73**	**150**
UNWEIGHTED SAMPLE SIZE (#)	**3276**	**1163**	**195**	**687**	**466**	**286**	**87**	**392**	**384**	**117**	**445**	**84**	**109**	**91**	**162**	**47**

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TABLE 52:

Which of the following best describes your present employment status? Are you:

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Employed full-time, that is, at least 30 hours per week	42	41	47	36	38	63	32	49	34	54	43	40	32	36	46	32
Employed part-time, that is, less than 30 hours per week	8	9	9	10	9	6	4	8	7	12	7	8	13	11	9	4
Not employed, but actively looking for full-time work	1	1	2	1	1	1	2	1	1	2	1	1	1	0	2	2
Not employed, but actively looking for part-time work	0	0	1	0	1	1	0	0	0	0	1	2	0	2	1	0
Retired	41	42	36	46	40	23	55	35	53	27	38	42	45	40	33	55
Student	1	1	1	1	3	2	0	1	1	1	1	1	2	6	2	0
Not actively looking for work	5	4	4	6	6	4	6	5	4	4	5	5	7	6	6	6
Refused	1	2	1	0	0	1	0	0	0	0	3	1	0	0	1	0
WEIGHTED SAMPLE SIZE (#)	**3276**	**1541**	**86**	**759**	**187**	**331**	**152**	**220**	**295**	**164**	**562**	**42**	**384**	**64**	**73**	**150**
UNWEIGHTED SAMPLE SIZE (#)	**3276**	**1163**	**195**	**687**	**466**	**286**	**87**	**392**	**384**	**117**	**445**	**84**	**109**	**91**	**162**	**47**

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TABLE 53:

What is the highest level of education you have completed?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Less than high school	5	8	6	3	10	2	2	3	2	3	8	4	3	13	8	2
Graduated high school	24	26	27	22	29	17	17	24	21	29	29	19	28	27	24	17
Graduated community/technical college	22	21	18	24	21	23	23	27	24	25	19	17	24	18	23	23
Some university	9	8	6	8	9	11	17	7	10	8	5	8	6	13	8	17
Graduated university (undergraduate)	24	25	35	24	19	27	15	16	17	22	26	40	27	21	19	15
Graduate/professional school/degree	14	10	7	17	10	17	23	20	24	8	8	10	9	7	15	23
Refused	2	2	1	3	2	3	2	2	1	4	4	1	2	1	3	2
WEIGHTED SAMPLE SIZE (#)	**3276**	**1541**	**86**	**759**	**187**	**331**	**152**	**220**	**295**	**164**	**562**	**42**	**304**	**64**	**73**	**150**
UNWEIGHTED SAMPLE SIZE (#)	**3276**	**1163**	**195**	**687**	**466**	**286**	**87**	**392**	**384**	**117**	**445**	**84**	**109**	**91**	**102**	**47**

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TABLE 54:

Which of the following broad income categories best describes your total household income before taxes last year? Was it:

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
Less than $25,000	7	8	7	6	10	4	9	2	7	10	8	6	3	16	8	9
Between $25,000 and $49,999	24	27	27	23	25	16	19	18	19	21	27	22	30	29	21	19
Between $50,000 and $74,999	24	24	23	25	23	23	27	22	25	26	26	22	25	22	22	28
Between $75,000 and $99,999	12	11	14	12	11	17	9	16	10	15	8	11	12	9	14	9
$100,000 or more	11	10	10	11	9	17	13	15	15	7	9	15	10	5	12	13
Refused	19	18	17	21	20	19	23	25	22	20	17	24	19	18	19	23
Don't know/No opinion	2	3	1	1	3	3	0	2	2	1	5	1	1	2	4	0
WEIGHTED SAMPLE SIZE (#)	**3276**	**1541**	**86**	**789**	**187**	**331**	**152**	**220**	**295**	**164**	**862**	**42**	**304**	**64**	**73**	**150**
UNWEIGHTED SAMPLE SIZE (#)	**3276**	**1163**	**195**	**687**	**466**	**296**	**87**	**392**	**384**	**117**	**445**	**84**	**109**	**91**	**162**	**47**

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TABLE 55:

And finally, how many vacations or pleasure trips of at least three days in length and more than 100 miles (160km) from your home did you take in the past 12 months?

	Wgt Overall	Media							ACTP Total	NSPP Total	DM Core	News Core	Mag Core	TV Core	TV ECMA	RR Core
		DM	NEWS	MAG	TV	WEB	RR	Source								
None	13	15	11	13	19	8	6	6	9	16	18	6	15	20	22	6
1	22	23	30	21	22	22	19	26	19	32	23	26	21	26	17	19
2	20	19	20	20	20	24	15	22	26	14	18	25	21	17	23	15
3	19	18	15	18	16	18	28	20	20	16	19	21	18	17	15	28
4 or more	24	21	21	26	22	27	30	24	25	21	17	23	23	18	22	30
Don't know/No answer	3	4	4	2	2	1	2	2	1	2	6	0	2	2	2	2
WEIGHTED SAMPLE SIZE (#)	**3276**	**1541**	**86**	**759**	**187**	**331**	**152**	**220**	**295**	**164**	**562**	**42**	**304**	**64**	**73**	**150**
UNWEIGHTED SAMPLE SIZE (#)	**3276**	**1163**	**195**	**687**	**466**	**286**	**87**	**392**	**384**	**117**	**445**	**84**	**109**	**91**	**162**	**47**
MEAN	3	3	3	3	2	3	3	3	3	2	2	3	2	2	3	3

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